

PRINTERS' INK


 Registered U. S. Patent Office
 A JOURNAL FOR ADVERTISERS
 185 Madison Avenue, New York City

VOL. C

NEW YORK, JULY 12, 1917

No. 2

MASTER OF HIS ART

NICOLÒ PAGANINI—tall and emaciated
 and with all the eccentricities of genius.
But oh, how he could play!

Kings and princes honored him and the whole world sang his praises. Yet success was not born with him nor was it his through luck or chance. It was the result of long, hard, unromantic work.

Paganini had perseverance of an unusual kind. Untiringly he would practice single passages for ten hours at a stretch. To him, no task was well-done until it was *all*-done, down to the least little detail.

Every business that is a successful business owes its growth to just such principles as these. Behind the scenes you can read the never-ending story of work and perseverance—the ability to hold on a little longer than anybody else—the enthusiasm that watches no clock and knows no quitting.

*"Keeping Everlastingly
 At It Brings Success"—*



—the motto of Advertising Headquarters for nearly 48 years.



N. W. AYER & SON

ADVERTISING HEADQUARTERS

PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

Watch the Market Reports

Compare these market figures from the Journal of Commerce.

	July 6, 1917.	A year ago.
Cotton	\$.26	.13
Wheat	2.50	1.14½
Corn	1.94	.90½
Oats79	.46
Rye	2.41	1.06
Barley	1.60	.80

Then remember that the farmer *gets* it and the city man *pays* it.

* * *

The Standard Farm Papers are subscribed for by men who make farming a big serious profitable business.

They deal with *practical* information as to increasing the yields or reducing the costs.

Don't you think such matter is pretty interesting reading to the farmers these days!

Your ads in Standard Farm Papers are opposite or alongside such reading matter.



THE STANDARD FARM PAPERS

ARE

The Breeder's Gazette
Established 1881

Hoard's Dairyman
Established 1870

Wallaces' Farmer
Established 1895

Progressive Farmer
Established 1886
Birmingham, Raleigh
Memphis, Dallas

The Wisconsin Agriculturist
Established 1877

The Indiana Farmer
Established 1845

Pacific Rural Press
Established 1870

The Farmer, St. Paul
Established 1888

The Ohio Farmer
Established 1848

The Michigan Farmer
Established 1843

Prairie Farmer, Chicago
Established 1841

Pennsylvania Farmer
Established 1880

WALLACE C. RICHARDSON, Inc.
Eastern Representatives
381 Fourth Ave., New York City

GEORGE W. HERBERT, Inc.
Western Representatives
Conway Building
Chicago

All Standard Farm Papers are members of A. B. C.

PRINTERS' INK

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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893

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Making the Sales Convention Yield Profits for the Year After

What to Do and Why to Do It

By Charles W. Hoyt

AFTER a man has attended the sales conventions of a dozen or more firms, he is apt to become somewhat critical. He cannot help but make comparisons. He quickly sees the weak points and faults. This has been my experience. In the numerous sales conventions that I have attended I have noticed much room for improvement. On the other hand, I have never attended the sales convention of a business organization without obtaining a great deal of benefit myself and seeing a great deal of good in each convention. In this article it is my intention to mention, not only some of the good points, but some of the deficiencies as well. Dealing in negatives is not generally considered a profitable line of thought, but there are many things which might be labeled "Don'ts for Conventions" that are worthy of attention.

A most glaring fault of conventions which have come under my observation is that of dragging. You should not permit the sessions of a sales convention to drag. Keep this idea carefully in mind, act on it, and your convention will double in productiveness. Do not set nine o'clock for the hour of the convention, and then keep the crowd waiting while certain executives remain at their desks attending to local matters which appear to them to be important.

Time and time again I have attended sessions of salesmen's conventions, called for a certain hour,

which were delayed from one-half to an hour, simply because the executives had not appeared. This is wrong. It costs a company a large amount of money for the time of the men present. The importance of the convention and of the time employed for it is diminished, in the eyes of those attending, by these delays. No executive ought to delay the opening of a convention for one minute.

Often I have attended conventions where the executives permitted interruptions during the sessions, and where the entire meeting halted while such executives attended to something else.

I have seen telephone messages come into a convention hall and delay the proceedings of a body of fifty men, while some executive talked on the phone. It may be a good thing to have a telephone in the convention hall; but I doubt if the advantages are offset by the disadvantages. Telephone messages to one man ought not to interrupt the session in which fifty men are participating.

When a discussion is being held on the floor of a convention, do not permit matters to drag, while two or three executives, seated at the front of the hall, discuss the matter at length between themselves. I have seen this happen several times.

If the executive who is presiding is called from the hall he should provide, in some way, so that the programme goes along instead of having it wait while he

is absent. On the other hand, it is quite proper that a recess should be declared, at least once in the morning and at least once in the afternoon, at which time everybody is allowed to leave the room, or to move about.

The convention should have a carefully laid out programme, so that matters are taken up in order and in regular routine. Of course this is done by firms who are accustomed to holding conventions; but I have attended many conventions where there was not a set programme. As a result, the presiding officer has allowed useless discussions to drag along for hours, just because it appeared, in lieu of any set order of topics, that there was nothing else to do. Debates should not be continued indefinitely. Everybody up to a certain degree should be allowed to express his opinion. It is not fair to a body of men to permit two or three men to talk several times on the same subject, and particularly on a subject which is not of interest to all.

The proper sort of a presiding officer will not permit discussions between members on the floor. Remarks should be addressed to the Chair, and to the body, rather than to an individual. I have seen two or three salesmen stand up on the floor of a convention and indulge in a conversation between themselves while the others were wasting their time because what they said was not of interest to the general body.

When a firm desires to hold a convention of salesmen, it is well to delegate the various duties to different committees, or to different individuals. It is a mistake for any one man to attempt to plan and carry on the convention. There are plenty of men in an organization who are quite competent to arrange for the different things. Put the responsibility for such a detail as the annual banquet, or the seating arrangement of the hall, onto some young man or group of young men, and you will be surprised at the results they will give you. You will see some man display talent that you didn't know he possessed. If you

are the sales manager or the president of a company, do not try to do all the work yourself. Both the sales manager and the president, or the general manager, should be absolutely free of duties during the time that the convention is in session.

To one man, or committee, should be delegated the matter of hotel accommodations. If transportation is needed between the hotel and the place of the convention, a committee, or man, should attend to that. This man, who looks after transportation, ought to make all arrangements for those attending conventions for their trip home. Take care of such things for men and it will impress them. The proper committee or man will arrange so that on arrival at the hotel a room is ready for each man. This committee will so arrange that there need be no delay. Each man, on arrival, will receive his room key and be made comfortable at once. The proper committee will provide sleepers, chair cars, transportation, etc., for the trip home, and will arrange to pay all hotel bills. This Committee on Transportation and Hotel Accommodations can make a great impression on the men.

LITTLE INCIDENTALS THAT COUNT

If there is to be any sort of a dinner or banquet, a committee or one man should be assigned to this work with instructions and power to attend to everything, including the ordering of the dinner, the printing of the menus, and possibly the making up of the list of speakers. If this work is given to the right sort of a man, you will have a successful dinner. There are little things that a man of taste and judgment can provide which will very largely add to the pleasure of such a dinner. It doesn't cost much to provide such favors as paper caps, toy whistles, etc., but they liven up a dinner considerably. At many such dinners that I have attended, the company has provided some sort of a souvenir like a leather cigar case, a leather-covered memorandum book, etc.



Completely Classified Customers

Something good to offer—then, who wants it—and then, the best way to get at 'em = successful business.

Because of the huge development of the farm products business, the clean-living, clear-eyed, thinking families in the smaller towns and cities and in the country are the best prospects *right now* for automobiles, accessories, phonographs and all the comforts and utilities necessary to a happy home.

The Christian Herald is already carrying a volume and class of advertising which clearly demonstrates its power in the American home. An examination of its selected subscription list of such families, obtained at its unusually high subscription price, is conclusive. Investigate these facts in detail.

CHRISTIAN HERALD

Bible House

Member Audit Bureau of Circulations

New York

These things ought to be in the hands of the Dinner Committee.

An important thing in connection with a convention is the programme of the business sessions. Careful attention and thought should be given by those at home to the consideration of the questions which are to be discussed at the convention. It is an excellent thing to mail these questions out, in advance, to the salesmen. If there are points on which you want the salesmen's opinion it is very well to ask them (provided you wish to secure unbiased opinions) to mail in their answers beforehand. Otherwise, after two or three have expressed their opinions in open meeting, the others will all be influenced by these early speakers.

Suppose, for instance, there is to be consideration of the discontinuance of some product, or of some style of a product. Instead of relying on securing the information on the floor of the convention, submit this question by mail to each salesman, asking him to send in his opinion or thought beforehand. Then the presiding officer can present the question to the convention and can tell the tabulation of the opinions or votes received. Then there can be an open discussion and the decision announced by the executives, if they are to make a decision, or a vote taken if it is to be done by a vote of those attending.

This is also true where the compiling of material for a sales manual is to be discussed at a convention. It is much better to obtain, by mail first, the list of objections which the salesmen meet. Later, after editing these objections, ask the salesmen for their ideas as to the proper answers. Then, at the convention, the list of the objections may be read. Then the best answers may be read and discussed. Furthermore, different answers will occur to those who are speaking, and, either at the business session, or later, decisions can be made as to what are the best answers, and which of them are to be placed in the sales manual.

It is not always well to have the decisions made or voted upon by those who are attending the convention. One of the best conducted conventions that I attend puts questions as to product, discontinuance of product, etc., up to the salesmen beforehand. They then permit a discussion at the convention by those who attend. After the discussion, if it is a matter of product, the president confers with the superintendent and announces the decision from the platform.

If the question under discussion is a matter of accounting or credits, then the chief accountant or credit man being present, is asked for advice, and the president announces the decision, provided one can be made at that time. Situations come up where it is unwise to make a decision at once, in which case the president announces that the decisions will be announced a little later by mail.

PROGRAMME COMMITTEE MAY MAKE OR BREAK CONVENTION

The programme committee has a great deal of importance to do. Trivial subjects should not be permitted to be brought before the convention. Matters of genuine interest only should be placed upon the programme. The committee should consider also the attractiveness of its programme. Any set addresses or speeches should be made, so far as possible, by those who have something of interest to say and can say it in an interesting way.

One of the conventions which I have attended this year was run by a sales manager during the first three or four days—the president being present some of the time. On the last afternoon of the session, however, there were some very inspiring addresses made. At this session the president delivered a message which sent the men away with renewed spirit and enthusiasm. Contrary to this, I have attended conventions which gradually petered out and collapsed in about the way a balloon does when pricked. The programme committee ought to so

Cereals

The same canvass of the subscribers of *The American Woman* shows only 27.3 per cent. of its readers specify an advertised brand of cereals, and that the leading brand is asked for by but 7.4 per cent.

Why? Because these women have not been reached by cereal advertising. You must use *The American Woman* to cover the rich small town field, and this is true of other products as well as cereals.

THE AMERICAN WOMAN

CIRCULATION
500,000 Net Paid
GUARANTEED

Western Advertising Office
W. H. McCURDY, Mgr.
30 N. Dearborn St., Chicago, Ill.

Eastern Advertising Office
WM. F. HARING, Mgr.
Flatiron Building, New York

plan the programme that the best part comes at the end.

The really worth while convention of these days has little time, or little use, for outside fun or for dissipation. There may have been a time when attendance at a convention was an excuse for drinking and late hours; but that time is past, so far as really worthwhile companies are concerned. Properly conducted conventions to-day afford little time for such things. To be sure, many of them end with a banquet, and often during the week there may be a theatre party or something similar.

On the contrary, there is little value ensuing from a convention which is a round of pleasure. I question very much the wisdom of bringing a group of men together, who earn their living by selling the product which the company has to offer, only to give them a good time. I believe the men attending lose respect for their own jobs and for your proposition under such conditions. The after-effect is bad although at the time it may appear that they have enjoyed it. If a convention is conducted in a regular, orderly, dignified way, those attending go away with added appreciation of the importance of their work.

If there are to be some evenings open, it is very well for the entertainment committee to arrange something for the amusement of the men. A programme committee makes a mistake if it so arranges this programme that the activities are too strenuous and take up too many hours. It is hard work to sit in a sales convention all day, and men ought not to sit up all night after it. On that account I do not favor evening sessions.

PRACTICAL SEATING ARRANGEMENT

A committee should be in charge of the arrangement of the hall or meeting place. There is a great difference in the way that various firms arrange their meeting place. One of the best conventions that I attend fits up a room in the factory each year for the convention. A small table, similar to a sewing-table, is

furnished for each man in the convention. On this table is a large, clean sheet of blotting paper, and the name of the man who is to use that desk is stenciled on the blotting paper. On each desk there are plenty of pencils, pens and a few souvenir postals containing pictures of the factory and views of the town. There is also a supply of stationery. Every morning one of the messenger boys distributes the mail to each man's desk. Throughout the convention these same boys pick up postal cards or letters and attend to mailing them. The whole has the appearance of a senate chamber. The men are grouped geographically—the men from the West being in one part of the hall, the men from the South in another, and the New England salesmen on the third, etc.

A unique arrangement used by this company is at the chairman's desk. In front of the chairman is an inclined desk on which is a printed diagram of the hall, showing each desk. This diagram is lettered so that the chairman can quickly recognize (by referring to his diagram) any man who rises from his place to speak. This is very useful for the different men who are on the platform. They are able to call by name any speaker from the floor.

In many cases the matter of noon-day lunches is a problem. If the men leave the convention hall and go to a considerable distance to a hotel for lunch, a lot of valuable time is unnecessarily lost. Time is an important element when fifty or sixty men are gathered together for a few days. One firm arranges, each year, with the Ladies' Aid Society of the village church. These ladies furnish a luncheon each day for the convention. The ladies donate the food and they act as waitresses. The firm pays the women of the church a stated sum for the lunches—thus giving the Aid Society a chance to make money for the church. The men enjoy the luncheon very much, because they receive home made cooking. They appreciate the type of women who

(Continued on page 78)

INVESTING

To advise you intelligently how to invest from ten thousand to a million dollars in advertising—with profitable results—requires successful experience such as ours.

Wm. H. Rankin Company
Formerly Mahin Advertising Company

William H. Rankin, President
Wilbur D. Nesbit, Vice-President
Herman A. Groth, Secy & Treasurer

104 So. Michigan Ave. Chicago.
25 East 26 Street, New York.



Copy That Sold 350,000 Motorists

A new automobile oil was to be put on the market.

This oil had a definite superiority over other oils, but this superiority was chemical and hidden.

Not even an expert could detect this superiority in the appearance of the product. It looked like—well, just *automobile oil*.

Even actual usage did not always demonstrate its value immediately, because so many other factors enter into gasoline engine efficiency.

Could motorists be made to realize this hidden difference? Could they be made to *believe* in it sufficiently to pay the higher price for this superior product;—and continue its use until its real value had a chance to show?

The first step was to make motorists *feel* the difference, so that they would look upon this oil as a different *kind* of product at the start.

So a generic name was coined for it—Veedol; and a container design and color scheme of striking individuality worked out.

The second step was to visualize the chemical difference which made this product so superior. To do this the now famous Sediment Test was developed.

The third step was to drive home what this test meant. To *convince* the car owner of the vital difference in engine operation this oil would make, every piece of copy was filled with *facts* on carbon, friction and engine heat.

Today, after two seasons' work, over 350,000 motorists use Veedol, an achievement that can be measured by a prominent oil man's statement, made a few years ago, that not over 10 per cent of all motorists would buy oil by brand.

We sometimes hear "copy" spoken of in terms that imply

it is the factor of least importance in advertising. A good deal is said about large space and "driving home the name" in a way that implies that enough of both will make a success of any product.

Veedol copy alone is not responsible for Veedol's success, of course. A selling organization that has placed it with over 15,000 dealers and a product that made good are primarily responsible.

But is it conceivable that 350,000 motorists would be using Veedol today if the advertising copy had simply "driven home the name"?

Develop the real story behind your product; give it individuality; make the facts graphic for the popular mind; tie them up to the prospect's own problems and interests; sell him, as you would face to face.

This is the J. W. T. idea of what advertising copy should be.

J. WALTER THOMPSON CO.

NEW YORK

Chicago,

Boston,

Detroit,

Cincinnati.



**60c to make test
will save you over \$50⁰⁰**

Blue black sediment formed by ordinary automobile oil in engine friction, overheat and burning. New lubricant resists heat, reduces sediment about 90% and saves you over \$50 a year.

VEEDOL

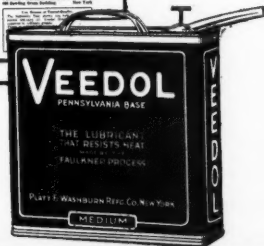
THE LUBRICANT THAT RESISTS HEAT

PAULINE PRINCESS

PLATT & WASHINGTON REFC. CO. NEW YORK

MEDIUM

*Featuring the famous
Sediment Test, the big
idea behind Veedol copy.*



Hunting the Hidden Headline

"Literary Spoilage" In Some Headlines That Might Well Be Avoided

By Claude Schaffner

ON all printing jobs the pressman is supplied with sufficient extra sheets of stock to allow for what is termed "spoilage." Without this surplus stock he cannot "make ready," and it is furnished quite as a matter of course. But what would you think ought to be done to the pressman who neglected to throw away his "spoilage" and permitted it to be delivered along

with the rest of the job? Ask the foreman—he knows!

Yet, there is a kind of "spoilage" in advertising that is delivered with the finished job continually. It is what might be called "literary spoilage," and magazines and newspapers show an amount of it which, I think, is entirely too large, considering the progress which advertising has made in other directions.

One of these "literary spoilages" is the indifferent, often meaningless, headline. Another is the paragraph or two of mildly harmless phrases immediately following it. The two generally lock arms and promenade together, but, in this article I shall deal with the headline only.

When a writer isn't feeling fit, ideas hide and hang back with aggravating persistence, and it takes a great deal of coaxing and threatening to induce them to come out into the open. This condition swoops down upon the seasoned writer and the beginner alike. Each man has, or certainly should have, a way of overcoming the trouble. One method which a great many use is to write, write,—write anything about the product to be advertised that comes to mind, and keep on writing till, all of a sudden, the big idea, the "approach," so to speak, pops into mental view.

Glacier
Has Something More

GLACIER National Park has the Alpine grandeur of Switzerland on a far bigger scale. Its mountains and streams of vivid green—its pine clad slopes and flower-filled valleys—are matched in beauty nowhere! Drink the tonic breezes as you horseback to the heights, motor or travel trails afoot.

Modern hotels, Alpine chalets, tepee camps. Vacations, \$4 to \$5 per day.

Stop off at Glacier Park enroute to Spokane, the beautiful Lake Chelan region—campers' paradise—Seattle, Tacoma and Puget Sound resorts—Portland, Astoria with the new Columbia River Highway and Clatsop Beach resorts—Vancouver, Victoria and Alaska. Special low round trip fares to Glacier Park, to Pacific Northwest and Alaska. Write for Glacier National Park and Lake Chelan literature.

The Great Northern of the Pacific—E. E. "Great Northern" and S. E. "Northern Pacific"—serve times weekly between Portland, Astoria and San Francisco. Folder on request.

C. E. STONE
Pass. Traffic Mgr. Dept. 51, St. Paul, Minn.

C. W. PITTS
Asst. Pass. Mgr.
210 N. Clark St., Chicago

LOUNSBURY
Gen. Asst. Pass. Dept.
1184 Broadway, N. Y.

GREAT NORTHERN RAILWAY

GLACIER NATIONAL PARK

Plan and the complete and entire descriptive literature of the Park and Lake Chelan literature.

Write
CWP

FIG. 1—THE HEADLINE, "GLACIER HAS SOMETHING MORE," GIVES NO HINT OF THE INSPIRING VISION SO VIVIDLY BROUGHT OUT IN THE COPY

**Day and
Night
Service**

**The best quality
work handled
by daylight**



*One of the largest and most completely
equipped printing plants in the United States*

**Printing and Advertising Advisers and
The Co-operative and Clearing House
for Catalogues and Publications**

We assist in securing catalogue compilers, advertising men, editors, or proper agency service, and offer our assistance in every other direction that appears practical and possible toward the promotion, preparation and printing of catalogues and publications. Further, we invite suggestions with a view of making our service most valuable.

OUR SPECIALTIES

- (1) Catalogues
- (2) Booklets
- (3) Trade Papers
- (4) Magazines
- (5) House Organs
- (6) Price Lists

Also Printing requiring the same material and workmanship as the above, such as **Proceedings, Directories, Histories, Books, and the like.**

Our Complete Printing Equipment, all or any part of which is at your command, embraces:

**TYPESETTING
(Linotype, Monotype
and Hand)
PRESSWORK
BINDING
MAILING
ELECTROTYPING
ENGRAVING
DESIGNING
ARTWORK**

If you want advertising service, planning, illustrating, copy writing and assistance or information of any sort in regard to your advertising and printing, we will be glad to assist or advise you.

If desired, we mail your printed matter direct from Chicago—the central distributing point.

USE NEW TYPE

**For Catalogues
and Advertisements**

We have a large battery of type casting machines and with our system — having our own type foundry — we use the type once only unless ordered held by customers for future editions. We have all standard faces and special type faces will be furnished if desired.

**Clean Linotype and
Monotype Faces**

We have a large number of linotype and monotype machines and they are in the hands of expert operators. We have the standard faces and special type faces will be furnished if desired.

Good Presswork

We have a large number of up-to-date presses, several of which have been recently installed, and our pressmen and feeders are the best.

**Binding and Mailing
Service**

The facilities of our bindery and mailing departments are so large that we deliver to the post office or customers as fast as the presses print.

Let Us Print Your Catalogues and Publications

— THE GREAT CENTRAL MARKET —

**CATALOGUE & PUBLICATION
PRINTERS**

**Make a PRINTING CONNECTION
With a Specialist and a Large and
Absolutely Reliable Printing House**

(Inquire Credit Agencies and First Nat'l Bank, Chicago)

If you want quality—the education and training of our employees concentrated in one direction on the one class of printing in which we specialize, make the workmen more skillful. If you want delivery—our plant is equipped with economical, time-saving machinery and is in operation day and night year around. If you want the best price—our unusual labor-saving material and equipment enables us to make exceptionally low prices on our specialties. Our organization is excellent. When you place an order in our care you relieve yourself of all anxiety. You insure yourself

Proper Quality — Quick Delivery — Right Price

We are always pleased to give the names of a dozen or more of our customers to persons and firms contemplating placing printing orders with us.

Don't you owe it to yourself to find out what we can do for you?

Consulting with us about your printing problems and asking for estimates does not place you under any obligation whatever.

Let us estimate on your Catalogues and Publications.
(We are strong on our specialties)

ROGERS & HALL CO.

Polk and La Salle Streets CHICAGO The Great Central Market
Wabash 3381 TELEPHONES Auto, 52-191



AN UNUSUAL advertising campaign has been inaugurated in the South by one of its representative Express Companies.

Its mission is to stimulate "Marketing by Express."

Mr. Farmer is asked to encourage city people to order poultry, eggs, butter and vegetables direct from the farm.

Mrs. Housewife is asked to economize by sending to the farmer direct for her table supplies.

Fast Express service actually permits the city dweller to do his marketing at the source. The middle-man is eliminated.

The Ethridge As

NEW YORK OFFICE
25 E. 26th St.
20 S.



THESE ADVERTISEMENTS HAVE BEEN ILLUSTRATED THROUGHOUT. CARTOONS HAVE SPOKEN A LANGUAGE BOTH THE FARMER AND THE HOUSEWIFE COULD INSTANTLY UNDERSTAND. IN ONE YEAR THE SOUTH HAS BEEN EDUCATED IN A PROGRESSIVE MOVEMENT THAT WILL MAKE MR. HOOVER'S TASK LESS ARDUOUS. THE ETHRIDGE ASSOCIATION OF ARTISTS, WORKING IN CONJUNCTION WITH A LARGESOUTHERNAGENCY, CREATED THE ILLUSTRATIONS FOR THIS CAMPAIGN.

Ethridge Association of Artists

NEW YORK OFFICE CHICAGO OFFICE
 5 E. 26th Street 20 S. State Street

DETROIT OFFICE
 1207 Kresge Bldg.

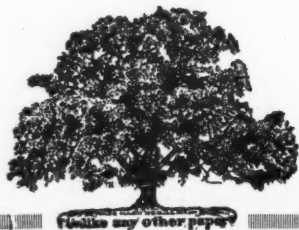


This advertisement is printed as an economy of time and effort. Agencies send us form letters to ask how much circulation we will lose because the new P. O. ruling says the subscriber must pay, and we must net, at least 50% of our published subscription price. Here is our answer:

The Farm Journal has not and will not cut its circulation because of the Post Office ruling that we are to net at least 50% of our published price. As we publicly announced last October (several months in advance of the Post Office action announced on March 30th last), we concentrated our every effort on obtaining the full rate for The Farm Journal, and having all orders sent direct to us. Subscription agency contracts were terminated, clubbing was cut to the bone, canvassers were led to see that selling a well-advertised publication on our regular 35% commission was profitable.

Now that the Post Office is setting this same high standard for everybody, we feel that things will be better for everybody, advertiser and publisher alike. The new conditions are an improvement—as is shown by our renewal percentages, which not only hold their own but actually improve!

Advertisers can depend on it, The Farm Journal will continue to forge steadily ahead! September closes August 5th.



Then you're off in full cry, writing real, honest-to-goodness, order-getting copy as fast as you can. When you've written yourself out, you settle back comfortably in your chair and read what you have written.

Now then; if you're honest with yourself, you will grasp your copy with your left hand, take your scissors firmly in your right hand, mutter something about "Here goes nothin'" and lop off all that you had written up to the time you struck the "approach." What you have cut off will be pretty apt to include an attempt at a headline and at least one paragraph. These members are morally certain to be little more than "literary spoilage," and should be either discarded or worked over for use somewhere else in the advertisement. Having thus carefully pruned your copy, roll up your sleeves, reach down into it, fish out the big appeal, and condense it into a good, strong headline.

Easy, you say? Yes, very. But, strange to say, right here is where advertisement writing all too frequently falls with a bang—hence the headline that does not succeed in doing its bit toward halting the roving eye of the busy reader.

As I have said, periodicals contain a great many examples of these slacker headlines; yet, in every one of these advertisements, I venture to say, there is plenty of good material for a fetching headline.

Sometimes this material is couched in such perfect headline form that it has merely to be picked out with a pair of tweezers and placed at the top of the copy. On other occasions it is only in the rough, a headline thought; but a headline, nevertheless.

This is not a dissertation on how to build the headline so much as on where to find it. I am not contending that all headlines should be descriptive. I know better than that. Some writers get quick response by using an odd-sounding expression; by making what is at first glance an unreasonable assertion;

or by administering a shock of fear, as is done in those much buffeted tire-chain advertisements. Other writers rely almost entirely upon the lure of a clever piece of art work to waylay the fleeting glance, and success often attends their efforts.

I am not even contending that there should be a headline at all. Every trained writer has proved time and again out of his own

It Is Important

to emphasize the fact that there is only *one* genuine Compo-Board—

that it is not a common name for wall board, but a trade-marked name for a patented product that is different from other wall boards. Because



is made with a center core of kiln-dried wood slats and that makes it the strongest in the world.

It makes for great strength, durability, cold, heat and moisture-resisting quality, and adaptability to a wide variety of decorative methods.

Compo-Board is *not* simply a substitute for lath and plaster. It is *something better*—it's the modern wall-lining.

Write for sample and interesting booklet.

The Compo-Board Co.
4510 Lyndale Ave. N.
Minneapolis, Minn.

FIG. 2—TWO INTERESTING THOUGHTS ARE EMBODIED IN THIS COPY, BUT THEY ARE NOT SUGGESTED IN THE HEADLINE

experience that some types of advertisements pull good returns without any display lines whatever. The point I do want to bring out is this: wherever it is the intention to use a headline, let that headline be a live and pertinent one—not a piece of "literary spoilage," something which served only to get up steam—because space is worth money these days. Even where the cost of space is not a grave consideration, useless headlines act as stumbling blocks to prevent the reader from getting quickly into the text.

busy man or something that would have led to an investigation of the reason, should have been embodied in the headline. Instead of contenting himself with the first headline that came to him, the writer would much better have placed "The Busy Man Avoids the Turn Down" at the top, and in the center or at the bottom, this: "A. B. A. Cheques Accepted Everywhere as Cash." The two thoughts, working together, could hardly have failed to get in under the skin of a man about to make a long railroad or ocean trip.

Sometimes there is just enough omitted from a headline to cripple it. I am afraid this is the case with the headline of the Starr Phonograph advertisement (Fig. 4).

"Silver Grain Spruce," used in connection with such a thing as a phonograph, naturally has a modicum of human interest, but not enough. It is only part of a headline. If I go down to the last line of the first paragraph I can pick out and make a sub-head from a most beautiful expression. Then my entire headline would read "Silver Grain Spruce, the Chosen of Music-Woods."

The second paragraph reads, "Since Stradivarius won immortal fame with his first master violin, great musicians have fashioned their instruments from it." This is news to most people and could well be represented in the headline. It might be accomplished thus: "Silver Grain Spruce Gave Tone to the Strad and the Starr."

I think "Apply Disston Standards to Your Own Work (Fig. 5) comes alarmingly close to the verge of "literary spoilage." It conveys little thought, if any, to the average man—certainly not enough to pay for the space it occupies. I confess I had to read the text quite carefully to get the gist of it. Then I discovered that

"Disston Standards" are standards of accuracy. Still I am up in the air as to what is meant by the words "your own work." I should hardly think that the standards could be intended for anyone's work but the reader's.

Anyway, what the writer obviously wanted the reader to do—and it is probably the principal thought of the copy—is contained in the eight words just preceding



Silver Grain Spruce

Vibrant, sweetly sensitive and exquisitely sympathetic in tonal response, Silver Grain Spruce seemingly reflects a wish of nature that it be considered the chosen of music-woods.

Since Stradivarius won immortal fame with his first master violin, great musicians have fashioned their instruments from it.

And so, though in cost four times as great as what others use, it is made into "The Singing Throat of the Starr Phonograph."

There—in tones of unparalleled richness, sweetness and clearness—it tells the listener as do original renditions.

Starr Phonographs are created and an acoustophone where for these generations fine musical instruments have had their inspirations. They play all records—though Starr records are to be preferred. "The Difference is in the Tone—and 'Why' will be sent, with catalog and address of nearest store, upon request.

Eleven styles, each with the famous Starr finish, \$50 up.



The STARR Piano Co., Richmond, Indiana
Makers, also, of Starr, Richmond, Trappan, Kensington, Grand, Upright and Player Piano
New Starr Phonograph Records on sale the 15th of each month

FIG. 4—SIMPLY ADDING TO "SILVER GRAIN SPRUCE," THE WORDS, "THE CHOSEN OF MUSIC-WOODS," FOUND IN THE BOTTOM OF THE FIRST PARAGRAPH, WOULD HAVE MADE A TELLING HEADLINE

the small display line tendering a free booklet to tool users, and reads, "test your work by instruments of Disston accuracy." This as it stands is pretty long for a headline, at least in the opinion of some writers, so let's boil it down to "Disston Tools Make Accurate Work," which, while not a "clever" headline, is more direct than the other.

I cannot help but feel that it is a mistake dogmatically to insist that a headline must always be a stunt, or a set of smoothly alliterated phrases. Either directly or indirectly, a headline should be a selling device—I doubt if any one will fight with me about that—and to be such it can sometimes be the plainest kind of a statement of facts.

makes a sale. The truth of this would be more thoroughly realized by the advertisement writer if he were writing copy on something he had made himself and if he were spending his own money for space. No doubt the fear of failure would cause him to stick closer to his text.

Let me say that the headlines I have substituted in the above examples are not supposed to be perfect.

BEST "DOPE" OFTEN BURIED

No doubt any one or all of them could be much improved by devoting sufficient time to the work. I have given them with the hope of, in a measure, proving that entirely too often are we liable to find the most interesting fact buried in the body of the copy. Without knowing more about the affairs of the firms running these advertisements it would be impossible to suggest headlines on the spur of the moment that would fit into their various business policies. I am simply bringing out a principle that writers so often overlook, and, if it in any way should help advertisers to look for and locate the reasons why some of their copy is not pulling maximum results, I shall feel well repaid.

DISSTON SAWS AND TOOLS

Apply Disston Standards to Your Own Work

A try square, level, gauge or level is of value to its user only in proportion to its accuracy. Approximate accuracy is not enough. It must be as nearly perfect as human ingenuity can make it.

A building erected by other than the most accurate methods would be unsafe. A piece of furniture made by other than the most accurate cabinet work would be practically worthless.

The same Disston on a measuring tool, level or level, is an assurance of accuracy, as the same name on a saw or tool or screw-driver or other tool.

Is an assurance of the highest quality attainable.

Whether you are a mechanic whose livelihood depends on the quality of the work you do, or an amateur tool user who takes pride in the quality of his work, you owe it to yourself to buy out and test your work by instruments of Disston accuracy.

Free Booklet for 1000 Cases

Let us send you, free, our "Hand-Saw Booklet". It tells how to select, use and care for saws and the other Disston tools. Address:

HENRY DISSTON & SONS, INC. - PHILADELPHIA, U.S.A.
Canadian Works: Toronto, Canada

DISSTON

FIG. 5—HERE IS A CASE WHERE THE MATERIAL FOR THE HEADLINE WAS LOCATED WAY DOWN CLOSE TO THE END OF THE COPY

Many of us, I suspect, struggle so hard to get something "snappy" that we forget almost entirely whom we are talking to and what we are trying to tell. When Grandpa Wilkins gets sick and tired burning holes in his tongue from sticking to the old-time Kildad Natural, the homely statement that "Prince Albert Won't Bite Your Tongue" gets an earnest hearing, and, in all probabilities,

Northam With Gilman & Nicoll

D. E. Northam has joined the Chicago office of Gilman & Nicoll, publishers' representatives. Mr. Northam began his advertising career in 1903, when he was assistant to E. B. Merritt, at that time advertising manager of Armour & Company. Later he became identified with the Street & Smith Publishing Company, and he was for six years Western advertising manager for all of their publications.

The Work of the Engineer

It's all around you, but you probably never think of it.

You never make a railroad journey that was not made possible for you by the skill of the civil engineer.

You would still be crossing rivers in boats instead of over bridges or through tunnels were it not for engineering science.

Your household supply of water would still be laboriously drawn in buckets from wells and cisterns were it not for the clever engineering work that has made water supply systems economical and available for any municipality.

Now consider the business aspect of this—the billions of dollars expended by the engineer for materials, machinery and equipment to carry on these great works.

And bear in mind that the examples we have cited are a *few* from the field of *civil* engineering alone.

In other great fields of engineering similar developments are always going forward.

And the bulk of the men who are carrying on these developments are regular, consistent, appreciative readers of the

McGraw-Hill Publications

Serve a Buying Power Aggregating Billions of Dollars Annually

Power

Coal Age

The Contractor

Electrical World

American Machinist

Engineering News-Record

Electric Railway Journal

Electrical Merchandising

Engineering and Mining Journal

Metallurgical and Chemical Engineering

All Members of Audit Bureau of Circulations

The National Directory



ry

that Lights the Way in Letters of Fire to Reliable Products and Service

THIS striking, imposing and effective electric display opposite Times Square, New York—the greatest mecca of the buying public in the world—is one of the many impressive Co-operative Sales Promotion features conducted on behalf of members of this Association of well-known national concerns.

Dominating, forceful and attractive, it emblazons the messages of Members' business building policies and the Association's fundamental principles.

HONOR — in Business
QUALITY — in Products
STRENGTH — in Finance
SERVICE — Efficient

in a masterful manner, stimulating confidence and encouraging better business in every direction.

It is the *only* National Directory of Reliable Merchandise and Service that emphasizes prestige and establishes unqualified confidence in the mind of the reader.

Rice Leaders of the World Association

Association Headquarters:
358 Fifth Ave., New York



THE INTERNATIONAL MAGAZINE COMPANY
announces the appointment of

J. Mitchel Thorsen

to succeed Francis L. Wurzburg as
Business Manager of Cosmopolitan

Mr. Wurzburg will be connected with the
General Management Bureau of the
Hearst newspapers

Thermod Breaks Away from Scare Copy in Its Advertising

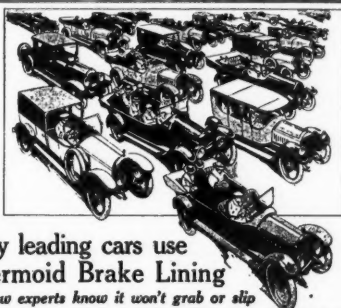
In New Campaign the Ads Written From a News Viewpoint Develop Strong Pulling Power

IS scare copy losing its popularity with automobile accessory and other manufacturers whose products have been exploited through its use? That much interest has been shown in advertising circles in this kind of publicity is attested by the manner in which the several articles on the subject that have appeared in **PRINTERS' INK** during the past year or two have been received by our readers. That it is not as popular as it has been is evident from an examination of the advertisements now appearing in the newspapers and trade publications, of manufacturers who formerly employed it. One of the campaigns in which little attention has been given to scare copy is that of the Thermoid Rubber Company, of Trenton, N. J., which is being carried on in automobile and national magazines to create dealer and consumer demand for its Thermoid Brake Lining.

Until recently it was a pet idea of many ad writers that the best way to impress upon the public the necessity of buying equipment articles was to show what might happen if their cars were not immediately equipped with a certain horn, a certain kind of rubber tires or a certain type of engine. Pictures of fatal railway crossing and other accidents were used to heighten the impression made by harrowing descriptive copy. It was assumed, and in some cases

the assumption proved to be correct, that through a vivid presentation of accidents, real or imaginary, the automobile owner would be so thoroughly alarmed that he would immediately hasten to the nearest dealer in supplies and purchase the advertised article.

The Thermoid Rubber Company

[illegible][illegible]

THE NEW STYLE OF THERMOID COPY

has used this style of copy for some time, but when this year's campaign was being planned the J. Walter Thompson Co., which is handling the account, suggested that the news method of presentation be adopted in writing the advertisements, on the ground that the latter would be more apt to be read and would produce a better effect. The Thermoid Com-

pany approved of the suggestion, which was carried out in preparing the copy.

Although the campaign has been running only four months, the company reports that it is already producing satisfactory results. As the advertisements are not keyed it is impossible to identify the sales that have directly been made through their influence. The company's own salesmen, and those of jobbers and dealers handling the Thermoid Brake Lining, have expressed their approval of the new style of appeal and declare that they are feeling the "pull" of the advertising.

The news treatment of copy is not new, for it has been employed to a limited extent for many years. Its possibilities, however, have not been appreciated by many advertising managers who think that their particular business, for one reason or another, cannot be exploited in that way. Perhaps the best reason why it is not more generally employed is that so few advertising men possess the real news instinct to discover the news possibilities of a commercial proposition.

Each advertisement carries an illustration at the top, made usually from a photograph, showing the Thermoid Brake Lining in use. Directly beneath appears the headline, in heavy type, based upon or suggested by the text-matter that follows. The display of the product and logotype are minimized and placed at the bottom of each ad. So much for the physical layout. Now as to the message.

As automobile owners represent the substantial and successful portion of every business community, they must be approached in a businesslike way by those who have something to sell. What they want is the facts about the product—why it is superior to others belonging to the same class. General statements won't do, as they do not carry conviction.

And so in writing Thermoid copy the aim has been to marshal the facts in convincing array and to present the arguments forcibly and briefly. Each advertisement

has the same note of appeal, but enforced in a different way. One tells why folded and stitched hydraulic compressed brake lining is better than woven. Another describes the physical characteristics of the Thermoid product. A third, by the use of half a dozen illustrations, shows how it is manufactured. Other advertisements discuss seriatim and in detailed form the individual characteristics of the lining, and give a list of the automobile manufacturers who employ it in the building of their machines.

The effect aimed at is to hammer home, blow upon blow, the important and proved claims made in behalf of Thermoid in such a way that the interest of the reader is commanded and sustained by the advertisements as they successively appear, and he is led sooner or later to equip his automobile with the brake lining. A good idea of the character of these advertisements may be had from the following, which appeared in recent issues of trade papers and carried at the top a picture showing a family party in an automobile in front of an auto-supply shop:

"We want your O. K. on our brakes before we go."

"Be sure of the most important part of your car—brake lining! Your life depends upon it. In traffic, on hills, in an emergency it will act quickly, surely. Be sure your brakes are O. K."

"Before you leave the garage ask the expert there. Ten to one you need new brake lining. Ordinary woven lining slips, grabs, wears out. Reline your brakes at once with the brake lining that can't slip or grab and that outwears any other lining—Thermoid."

One of the things a level-headed business man wants to know about any article of which special service is required is whether it has been subjected to proper tests, and, if so, what the results were. It was with a view of supplying this information that three full-page advertisements of the Thermoid Company are devoted to a description of three tests that

prove the efficiency of its brake lining.

The first gives the details of a series of three tests made by Cornell University, which show that the Thermoid lining absorbs practically no moisture when soaked for one hour in boiling water, in boiling oil or in gasoline at a normal temperature. The second related the facts of an immersion test in which two trucks, one equipped with Thermoid Brake Lining and the other with the ordinary woven lining, were allowed to stand in a stream for several hours. At the end of that time the one equipped with the woven lining could not budge because the water had swollen the lining, and the one equipped with Thermoid had to be used to pull it out of the stream. The third advertisement described a test that was made to demonstrate its superior wearing quality. The final paragraph says:

"Tests conducted by scientists at Cornell University showed that of nine makes of brake lining tested under four different conditions

Thermoid Brake Lining showed a more uniform coefficient of friction than any of the others."

The Thermoid copy has been running since January 1 in automobile and hardware papers, and in six national magazines. While addressed primarily to the automobile owner or prospective owner it is also designed to influence the jobber, the dealer and the automobile manufacturer.

In order to get the full benefit of the advertising, the Thermoid Company has had prepared a pamphlet, large magazine size, containing samples of the advertisement, a description of the processes of manufacture of the brake lining, its points of superiority, a detailed description of tests made with it, and other data, for distribution among its own salesmen, jobbers' salesmen, and 30,000 automobile dealers. The title on the cover is sufficiently strong to make the man who receives the pamphlet open it and examine its pages. Here it is:

"50,000,000 lives depend on good brakes."

**The
George L. Dyer Company
42 Broadway
New York**



**Newspaper, Magazine
and Street Car Advertising**

Publicity and Merchandising Counsel

Thomas E. Wilson—His Sales and Advertising Policies

A Business, He Holds, Is Like a Salesman—How Quickly It Succeeds Depends Upon the Kind of a Personality You Give It

By Cameron McPherson

SUPPOSE that next Monday morning, as you were looking over your mail, the telephone should suddenly ring! You pick up the receiver, expecting that it is your wife on the wire reminding you not to forget the theater tickets. Instead you find a banker—a New York banker. He must see you at once, at the Blackstone. So you call Charles, and drive over to the hotel as fast as the speed laws permit. The banker is very congenial. He offers you a cigar. You learn that he represents a syndicate of New York banks, including the Chase National, the Guaranty Trust Company, William Salomon & Company and Hallgarten & Company. You are also informed that these banks have just taken over a \$30,000,000 establishment and selected you as the one man in the country who could direct this business and develop it, and build it up as they want it developed and built up.

Of course, you are flattered—you are almost inclined to accept the proposition, carrying with it a salary that is several times as much as the average business man makes in a ten-year period. But you are a man of ideas, with just enough of the Scotch-Irish in you to know what the job is worth.

So you are not nearly so interested as the banker supposed you would be. In fact you decide on second thought to reject the proposition cold. You are not interested—at least not in the proposition offered.

A few months later you are over at the club. An old friend, whom you have known for years, tells you about a change you are going to make. It is all news to you. It appears that the bankers have held another confab, and decided that if they can't get you on their terms, they will get you on your own terms. And so in due time you find yourself at the head of a business whose annual sales are close to \$200,000,000. There are no strings or chains attached to your job—you

have control of the company, your word so far as policy is concerned is final. All you have to do is to build the business up, just as you have built other businesses up. Where would you start? What would be the big dominating policy you would lay down which would lift a business that had with difficulty kept its head above water, up among the very top-notchers in the industry?

That is the problem which faced Thomas E. Wilson when he turned the presidency of Morris & Company over to the grandson



THOMAS E. WILSON

VELVO-TONE FINISH



John Lucas & Co. Inc., paint makers, of Philadelphia, are conservative advertisers. They do not take chances on a product until it has proven its popularity.

When they originated Velvo-Tone they decided on a test campaign in Philadelphia—The Ledger to carry the bulk of the advertising.

With a small initial campaign, dealers were stocked and the consumer public interested. A national campaign was planned; but the Lucas Company sought further ideas to support their newspaper advertising.

They came to the Ledger Bureau of Trade Promotion.

Resulted, a moving picture, "The Painted Romance," planned and written by Ledger men. It was no ordinary "movie" of commercial endeavor, but a live, stirring photoplay combining the thrills of a best seller with a powerful advertising message.

Having written the scenario, the Ledger bureau staged it before the greatest audience in Philadelphia, in the Ledger Central window. Overnight it established the success Velvo-Tone advertising had been developing. Now it is being staged in other cities, with the same success that it met in Philadelphia.

This is just **one** example of how the Ledger co-operates in the establishment of a product in metropolitan Philadelphia.

The Ledger

Morning

Evening

Sunday

Buying Paper Is a Business In Itself

We know a man who has spent a lifetime in the paper business yet who could not qualify as a Birmingham & Seaman representative. He had a good knowledge of paper but it hadn't been brought down to date.

Keeping tab on the paper situation these days is a business in itself, and there are very few men who are thoroughly posted and able to look ahead with any assurance.

As operators of some of the biggest mills in the country, as exclusive agents for others, and as representatives for many more we have an intimate knowledge of immediate conditions. This knowledge we are always glad to place at the disposal of our customers.

There is a Birmingham & Seaman office in every advertising center. It will pay you well to get our suggestions before deciding any important paper question.

BERMINGHAM & SEAMAN CO.

Paper Manufacturers

CHICAGO

Continental-Commercial Nat'l
Bank Building

NEW YORK

Fifth Avenue Building
200 Fifth Ave.

St. Louis

Minneapolis

Buffalo

Philadelphia

Milwaukee

Detroit

of the founder, and moved into the president's office of Sulzberger & Sons—one of the large Chicago packers. The conditions which I have outlined, so far as Mr. Wilson's making the change is concerned, are now well-known facts. The story of Mr. Wilson's rise has already received considerable publicity. But so far as I know, no story has yet been published which tells *how* Mr. Wilson proposes to put the name Wilson & Company higher up among the foremost in the packing industry. Believing that the readers of PRINTERS' INK are interested in knowing something about this, and feeling confident that a man who has forced his way up from a car checker to president must have a lot of generally suggestive business experience stored away in his head, your correspondent interviewed Mr. Wilson on this subject at his Packingtown office.

In his conception of the merchandising possibilities in the packing business, Mr. Wilson is far different from the packer of the old school. The old-time packer firmly believed that advertising was nothing more than a "good way to stimulate the sale of a few of the better grade of branded specialties." As this is a comparatively small part of the average packing business, it is obvious that a device for promoting that end of the business would not be allowed to take up very much of the chief executive's time. In fact, I used to know one packer who paid practically no attention to the work of the advertising department. About the only time he expressed an interest was when, by chance, he happened upon one of the advertisements in a theater programme or magazine, which perhaps rubbed his artistic fur the wrong way. The next day he would pay a visit in person to the advertising department, and then everything would be peaceful again until the next time he visited the theater.

Mr. Wilson's idea of advertising, however, is founded on a more solid merchandising basis, and his advertising vision is not limited to borders, punctuation, or

split infinitives. He sees, not the tool, but the completed result, and it was this dominating characteristic which singled him out in my mind, at least, from the other packers. So far as I have been able to learn, he is the only big packer who takes sufficient interest in his advertising, and the work of his advertising committee, actually to write some of his own copy. More than one Wilson ad has been written completely by Mr. Wilson himself. Since the name Sulzberger & Sons was superseded by Wilson & Company, now almost a year ago, there has not been one single advertisement that has not been personally approved by the president of the company!

WHY WILSON WRITES COPY

Now Mr. Wilson is not one of the kind of executives who wants to be "it." In fact he never does anything which someone else can do for him. Knowing privately this to be a fact, and knowing also that it is rather unusual for the president of a \$60,000,000 concern to write copy, I asked Mr. Wilson why he does it. He gave his reasons straight-from-the-shoulder, packer fashion:

"There is nothing that passes over my desk which I consider so important as advertising copy. It is one of the very few things which is too important to delegate entirely to someone else, at least now."

The "now" part of the speech suggested a question, and I asked him if he would tell me just what he meant.

Mr. Wilson looked across the office, over at the great oil-painting of Ferdinand Sulzberger, who founded the business many years ago, and who had quite likely sat in the very chair that Mr. Wilson now occupied, and thought a moment. Then he answered the question—slowly, deliberately.

"Advertising is to a business what speech is to an individual. When you, as an individual, are introduced to a group of business men with whom you hope to have business dealings, you are very careful what you say and how

you say it. You know that what you say is being carefully weighed. If you exaggerate, even slightly, they will size you up as being undependable. If you say something your hearers know to be untrue, you will be set down as being untrustworthy. If you speak in a loud blustering voice, you will be adjudged a braggart, or if you say things which are obviously intended to impress your hearer with your superior wisdom or ability, you will be disliked. You know this by instinct and by experience. So you are careful to do and say things which will reflect your true personality and leave a sense of trustfulness in those you talk to.

GIVING THE BUSINESS PERSONALITY

"If you succeed in creating such a feeling among your business friends, you will find it comparatively easy to do business with them. After you have gone they will say to one another, 'What a likeable sort of a chap he is,' or 'Hasn't he got a fine personality.' If you can leave this sort of an impression behind you, you will make friends easily, hold friends firmly, and everybody will have a good word to say for you.

"Well, we are trying to give our business just that kind of a personality. We are going to do and say things which will truthfully reflect our business aims. We want the public to feel toward us, just as you feel toward a salesman who impresses you as being 'on the square.' To be sure that the only kind of copy that gets out is copy which will further that impression, I not only personally O. K. all our advertising, but revise a great many pieces of copy, and when the occasion warrants, I even go so far as to write it myself. *Just as one extravagant statement will cast discredit on a salesman's entire sales talk, so one advertisement that doesn't ring true will undermine an entire advertising campaign.*"

It must not be supposed, however, that Mr. Wilson is depending entirely on his advertising to build this foundation for the future expansion of his business.

His present advertising appropriation is not large, when laid alongside the Wrigley figures, for example. But it must be remembered that if a packer can show a net profit of 3 per cent on his sales, he considers himself fortunate indeed; and as yet the Wilson business has not reached the \$500,000,000 sales mark chalked up last year by Swift and Armour.

But, even in spite of the small margin of profit, Wilson & Company are putting a sizeable amount into this institutional advertising, and Mr. Wilson's private and public statements all point to his taking a position among the leaders—so far as advertising initiative is concerned—among the big packers.

DEVELOPING PERSONALITY IN SALESMEN

But to-day the advertising that his company is doing is only one phase of Mr. Wilson's plan for investing his business with what he aptly calls "a personality." He and his sales manager, J. A. Hawkinson, are now hard at work on an equally important phase—developing salesmen who will back up the printed advertising with equally effective personal advertising.

"Where a lot of people make a mistake," said Mr. Wilson, "is that they spend thousands of dollars advertising their institution and its service, and then they undo it all by sending out an army of salesmen who have utterly failed to catch the spirit of the house behind the advertising. We are trying hard to avoid that mistake."

Later, I talked with Mr. Hawkinson—who, by the way, has just been made a vice-president of the company—about this development work among the salesmen.

"We have taken this problem from the basement up, and propose to solve it one story at a time," Mr. Hawkinson said. "Mr. Wilson has some very decided ideas as to selling our products. When he used to go around from city to city for Morris & Company, opening up new branches,

(Continued on page 37)



THERE is no disguising the fact that The AMERICAN MAGAZINE has made an unusual success.

Nor are we trying to disguise it. The whole purpose of this advertisement is to make that fact known.

This success is due to the sturdy Americanism of its editorial policy.

Good business methods have helped greatly. The Magazine has been and is being intelligently sold. Already our own selling staff largely controls the circulation. The full subscription price must be obtained whether sold in clubs or separately.

But none of these things would have availed if The AMERICAN MAGAZINE had not been something that was needed.

And that something was based on the American and democratic idea that everyone has an equal chance.

Life, liberty and the pursuit of happiness are guaranteed to all. And these privileges, if they mean anything, mean the right to make the most of oneself—mentally, morally, physically, socially and financially. These adjectives all add up into the great American adjective, successful.

The raw materials of Success

The AMERICAN MAGAZINE tapped an immense reservoir of the raw materials of success when it placed before its readers the stories of men and women who are doing things.

It ignores theories. It scorns opinions. It avoids uplift, sentiment, moralizing.

It draws upon life—the real stories of real men—some famous, some obscure—but each with a story that is a revelation of the power of the human will to do.

The result of this plan is astounding. It produces growth that is none the less sound for being rapid.

It inspires advertisers with the same confidence that it inspires readers. Both came quickly. In twenty months the circulation doubled. In less than that the advertising doubled.

For the last three months Printers' Ink has put it first in volume of advertising carried.

The advertising rate has been distanced.

The manufacturing department has been distanced.

This is the medium that is offered advertisers, at a rate almost ridiculously low, due to the fact that circulation grows faster than rates can be adjusted to it.

The present rate is based on 600,000,

The new rate (effective January 1918) is based on 700,000.

But

the printing order for the July number is 887,000.

The **American** *Magazine*

THE CROWELL PUBLISHING COMPANY

LEE W. MAXWELL, *Advertising Manager*

381 FOURTH AVENUE, NEW YORK

installing branch managers and hiring salesmen, he reduced this matter of developing salesmen to first principles. Briefly these are about as follows:

"First you must 'sell' the salesman himself. You must win his loyalty. Now, we hold that loyalty is based on knowledge—knowledge of the men he is working for—knowledge of what he is selling—knowledge of what he is working for. So we supply that knowledge—both by training before the salesmen go out to sell, and training in the field after they go out. In selecting men for branch-house positions we seldom, if ever, go outside of our own sales force. Our men know that when there is an opening, they will be given the first chance. That knowledge makes for loyalty.

ONE WAY TO BUILD LOYALTY

"Then we believe in letting our salesmen know that we are watching their work. The only time the average salesman gets a letter from his employer, is when he puts a dollar too much on his expense account, or when his sales have shown a temporary falling off. We follow the opposite plan. Hardly a day goes by but what Mr. Wilson writes a number of letters to members of the organization commending good work. The letters may be short, but they are highly valued by the salesman hungry for a word of cheer and encouragement."

That this is not an empty statement made to look nice in print, is shown by an incident which occurred as I was sitting in Mr. Hawkinson's office. A salesman, who I afterwards learned had been ailing for some weeks back—called up to report that he was under the weather, and was not able to be on the street as usual.

"Look here, Frank," said his sales manager, "what you need is a rest. Pack up your family and go down to Chattanooga for a couple of months at Wilson & Company's expense. Now don't say you can't—because you can. There's a train leaving here at 12:30 to-morrow. I will be down at the station to-morrow to say good-bye—so be sure and be

there." It would be a hard-hearted salesman, indeed, who could resist a feeling of loyalty for such an employer.

"Having built a foundation," continued Mr. Hawkinson, "we then set ourselves to the task of developing the man so that he will reflect the personality of the business to the trade.

"Here, for example, is a bulletin going out to-day to all our salesmen. It touches on the importance of saying 'good morning' and 'good-bye' not only to the customer—but his clerks. All salesmen know the value of such little courtesies—but we issue these bulletins as a reminder, because we want our salesmen to give our customers the same idea of our company, as they would secure were they to come to this office to do their buying."

GETTING DEPARTMENTS TO PULL TOGETHER

In marked contrast to most of the other large packers, Mr. Wilson does not believe in playing the different sales departments against each other. On the contrary, he has organized the business with a special eye to co-relating the sales work. To bring about this condition a sales promotional department has been established, which is an innovation in the packing business.

The Wilson advertising plans are all threshed out in conference, an advertising committee existing for this purpose. This committee includes Mr. Wilson, two of the company's vice-presidents, V. D. Skipworth and J. A. Hawkinson, and J. O. Carson, advertising manager. Walter C. Clark has recently been appointed to head the new sales promotional department. Mr. Wilson admitted, upon questioning, however, that he generally had a pretty good idea of what should be done when a proposition was presented in the conference, and "as a rule most of the boys are agreeable to my suggestions."

It has been reported around that Mr. Wilson himself made a marked success as a salesman during his earlier experience. Mr. Wilson denied this, although he

did say that once in a while in opening up a branch, he would go out with the new branch manager and give him a flying start. Mr. Wilson is not one of that group of executives who believe that their job is merely to issue orders. While with Morris & Company he used to be at his desk regularly at eight o'clock in the morning and seldom left before nine o'clock at night. For fifteen years he never took a vacation, and there were few Sundays when he did not spend most of his time at the Yards.

Mr. Wilson is a Canadian, having been born in London, Ontario, forty-nine years ago. His family, which is of Scotch-Irish extraction, moved to Chicago while he was still a boy. He left a position as clerk in a railroad freight office to accept a position as car checker for Morris & Company at a salary of \$100 a month. He was then nineteen years old. At thirty-two he was taken into Edward Morris' office as his assistant, and upon Edward Morris' death a few years ago, became president of that company.

More Advertising Men in Government Service

HOYT'S SERVICE, INC.

J. N. Deming, 2d Field Hospital Unit, France.

C. H. Cannon, 14th Inf., N. G. N. Y.

CHAMBERS AGENCY, INC.

Julien J. Burvant, Officers' Training Camp, Fort Logan H. Roots, Ark.

DAUBE ADVERTISING AGENCY

Jerome Ferville O. Daube (pres.), Aviation Corps of Signal Dept.

CHARLES H. TOUZALIN AGENCY

K. C. Cloud, 1st Sergt. Quartermasters' Dept., U. S. A.

TAYLOR-CRITCHFIELD-CLAGUE CO.

Trygve Tvetter, 1st Field Artillery, N. G. Ill.

MANTERNACH COMPANY

John M. Sweeney, Officers' Training Camp, Plattsburg, N. Y.

Clifford N. Bullis, Signal Corps, N. G. Conn.

E. E. VREELAND

James R. Hanniford (sec. and gen. mgr.), Canadian Army, Camp Borden.

NORRIS-PATTERSON LTD.

Don Tuck, Sgt. and Confidential Sec'y to Gen. Alderson, Folkestone, Kent, Eng.

LYDDON & HANFORD CO.

Harold Singer, U. S. N., Newport, R. I.

"PACIFIC FISHERMAN"

Miller Freeman (pub.), Naval Reserve Force.

"HARVARD LAMPOON"

Francis B. Todd, Officers' Training Camp, Plattsburg.

Thomas B. Wuder, same.

Frederick T. Fisher, Field Artillery, N. G. Mass.

F. W. Knauth, same.

R. C. Langdon, N. G. R. I.

G. E. Kunhardt, Jr., N. G. Mass.

James Lee, U. S. N.

"PHOTOPLAY MAGAZINE"

Donald D. Sperry, Ambulance Unit No. 3, Medical Reserve, University of Chicago.

John S. Hohmann, same.

"CORN BELT FARMER"

Harry B. Clark (pub.), Officers' Training Camp, Fort Logan H. Roots, Ark.

GOLD MEDAL CAMP FURNITURE MFG. CO.

H. J. Sanders (adv. mgr.), 1st Lieut. Battery C, 1st Field Artillery, N. G. Wis.

RICHARD HUDNUT

K. F. Peabody (asst. adv. mgr.), 7th Inf., N. G. N. Y.

S. W. STRAUS & CO.

Edward P. Ellis (asst. adv. mgr.), Officers' Training Camp, Plattsburg, N. Y.

FORD MOTOR CO.

Russel Munro (asst. adv. and publicity mgr.), Ambulance Corps, France.

B. FORMAN CO.

E. A. Bolan (adv. mgr.), Quartermasters' Corps, U. S. A., Fort Sheridan, Ill.

AMERICAN PRESS ASSOCIATION

Henry A. Bruno, Lieut. British Royal Flying Corps.

Frank T. Bruno, British Royal Flying Corps.

UNIVERSAL PORTLAND CEMENT COMPANY

M. A. Berns, Captain, Engineers' Section, Officers' Reserve Corps.

THE ROOT & MC BRIDE COMPANY

E. B. Stone, Company F, 3rd Ohio Infantry, Cincinnati.

Belting Advertised Through Four-page Readers in Trade Papers

Chas. A. Schieren Company, leather tanners, has started a big campaign of four-page advertisements in a list of leading trade papers in several fields. The advertisements will be printed in two colors, will have stock first and fourth pages, while the inside pages will have copy aimed to appeal to the various fields the different publications reach. The copy will feature primarily Duxbak belting, but will also advertise other branded belts, and will also play up the company's service in advising on matters of belt power transmission. This campaign will be supplemented by page and smaller copy in a further list of papers, which will follow the main developments of the new plan. The new advertising starts in July.

H. P. Didriksen, for over two years advertising manager of the J. P. Gordon Company, Columbus, Ohio, has become associated with the Russell M. Seeds Company, Indianapolis.

Testimonials—Home-Made and Otherwise

There's Still a Use for Good Testimonials, but They Must Be Genuine

By H. Varley

REAL testimonials, with the ear marks and finger-prints of genuineness are invaluable in advertising. There is no stronger argument for anything from a pill to a Packard than the honest word of a user who says, "I have tried it and found it good."

At one time, testimonials were the best friends of the advertising man. They produced such great results he pressed them into hard service, worked the blood from their bodies and the flesh from their bones until all that was left were poor, pitiful corpses and bags of dry bones.

It should have enlightened him—but it didn't, for the genuine advertising man will try anything in creation—even creation itself—rather than admit defeat or swerve from his line of purpose.

He had worked to death his poor, willing slaves and their places must be filled. Madly he hunted for substitutes, but with little success. At last, in sheer desperation, he began to make them—to create them in the image of their predecessors. He built up bodies that were wonderfully similar to the ideal pictured in his mind. Mechanically they were perfect. There was "life" in every line of them and to all appearances they were ready to serve him devotedly. He sent them out into the world to do his bidding, but the people with whom they came in contact shook their heads and curled their lips scornfully. The emissaries came back to their master empty-handed. Not only that, they began to haunt him; to jump out at him from unexpected places; to point grisly fingers at him and grin malevolently. He loathed them. Gladly he would have rid himself of them but he could not.

It is almost a universal trait of the human mind that it prefers to

have the road marked with guide-posts and danger signals erected by those who have passed along the same way before them.

The first testimonial, "Eat it, Adam! It's a good apple," fully brought out this point.

STRENGTH OF STRAIGHTFORWARD TESTIMONIALS

The first advertising man recognized the principle, used it and profited by it. Since then it has come down to us, gaining in strength with the development of commerce and of the human mind, until it struck the disastrous present. We have distorted this principle and mangled it; and even the ones who are admittedly great in the profession, have out-Heroded Herod in their treatment of this little first-born of advertising.

An actual example from life will illustrate this. A firm manufacturing a certain kind of equipment for grocers' and butchers' stores, etc., received a number of testimonials from customers. They were straightforward, unsolicited expressions that looked you squarely in the eye.

A booklet showing fac-similes of them was prepared for the salesmen's use. The results were wonderful—and unexpected. Not only were many prospects convinced—the salesmen themselves were completely sold by the letters. Occasionally they would run across some of the writers, which gave them an opportunity to verify the statements that had been made and from these interviews they sucked enthusiasm as a rat sucks an egg.

Then came the fatal error. The advertising manager saw that it was a good thing, and on the theory that man cannot have too much of a good thing, he announced, in the house-organ, that

a \$5 gold piece would be given to each salesman who was instrumental in sending good, usable testimonials to the house.

MADE-TO-ORDER TESTIMONIALS FELL FLAT

They came in—sheaves of them; and the advertising manager's heart was glad. A bulky volume was prepared to replace the first one and when these were sent to the salesmen he leaned back and awaited developments. It was a long wait, but in the end knowledge came—and it was bitter. Knowing how the letters had been collected, the salesmen could not believe in them. A \$5 gold piece obstructed their vision whenever they tried to see good in the testimonials and their faith in them completely vanished.

Even some of our largest advertisers are using testimonials, the origin of which must necessarily be shrouded in obscurity. It is not that they are deliberate falsifications—men are too wise for that—but they are not honest-to-goodness, frank expressions from uninfluenced customers. Recent exposures have proved how the patent-medicine “fake” testimonials are produced and, to many on the inside, the tar in these cases is little blacker than that which flows from brushes wielded by larger hands.

There is a penalty for them all—inexorable. It is not so much that the prospective customers sense the insincerity and even falsehood behind the mask of plausibility; it is the fact that the advertiser's faith in them is shaken, and this doubt, in a great or less degree, is reflected back to his product. He recognizes his own, or his organization's handwriting in the letters, and ugly little maxims about self-praise and its value creep into his mind.

There is still, and always will be, a use for an unsolicited, genuine expression of satisfaction from a consumer; but there should be no place for those masterpieces of diction evolved from the fertile brain of an advertising manager or salesman and handed over with

a good Havana and a “if-it's-all-right-would-you-mind-signing-this?”

Campaign for New Farm Implement

The Dunham Company, of Berea, O., is putting on an aggressive campaign to sell its Culti-packer, a new type of farm implement, which, as the name indicates, cultivates and packs at one operation. Distribution has been secured through the branch houses of the John Deere Company, and farm papers in every state, are being used. Full-page ads in the implement trade papers are being used to reach the dealers. A feature of the campaign is a book, “Soil Sense,” which is unusually elaborate and technical in its discussions of soil facts, and has been so highly regarded as to be made use of in 31 state colleges, it is claimed. Among the dealer helps which are featured are four-color steel road signs, supplied without charge to those handling the product. Testimonials are being made use of in the advertising to a greater degree than is usually found in this field, leading agricultural colleges being quoted to demonstrate the utility of the implement, while letters from dealers are printed in the trade papers to show that it is readily salable.

Wallace on Chicago Exemption Board

L. D. Wallace, of the United Brokerage Company of Chicago has been appointed by Governor Lowden of Illinois to serve on a local exemption board during the operations of the selective draft. Mr. Wallace was formerly advertising manager of the United Cereal Mills of Quincy, Ill., makers of Washington Crisps, and was at one time vice-president of the Advertising Association of Chicago.

Thorsen Business Manager of “Cosmopolitan”

J. Mitchel Thorsen has been appointed by the International Magazine Company, New York, to succeed Francis L. Wurzburg as business manager of *Cosmopolitan*. Mr. Wurzburg will be connected with the general management bureau of the Hearst newspapers.

F. B. Lyons in New Work

Frank B. Lyons, for two years and a half assistant sales manager and district sales manager of the Holcomb & Hoke Manufacturing Company, Indianapolis, Ind., has resigned to become promoter of sales for C. Cretors & Company, Chicago.

Richard Storrs Coe, of the editorial staff of *PRINTERS' INK*, has enlisted as first class petty officer in the Naval Reserve. At present he is stationed at the Naval Censor's office where he is engaged in decoding.



RESCUED AT LAST

Survivors of submarine frightfulness struggling to keep alive until French patrol boats reach them.

—From Leslie's © International Film.

Record business months July and August

More advertising, by far, is appearing in Leslie's this July and August than in any previous summer months.

Advertisers have been quick to recognize the value to them of the exceptional reader-interest which is making Leslie's a still more effective national salesman than ever before.

For Leslie's is the most complete, most timely, most interesting periodical of them all in presenting, in picture and text, the news of the greatest war in America's history.

All the August issues are still open.

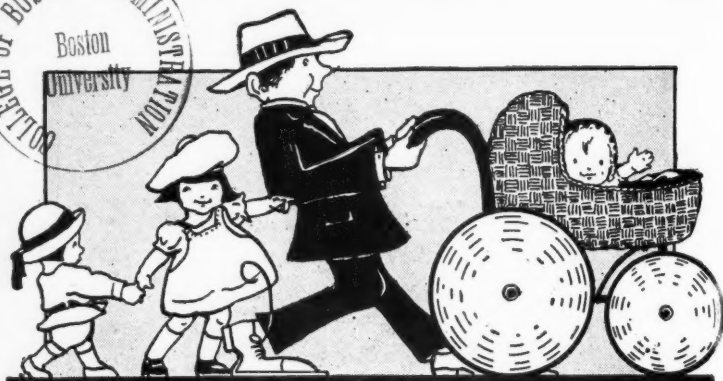
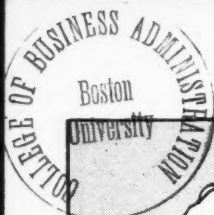
Leslie's has the largest circulation (three times the largest) of any periodical in the world able to interest its readers \$5-a-year's worth.

LUTHER D. FERNALD, ADVERTISING MANAGER

Leslie's

Illustrated Weekly Newspaper
Established in 1855

420,000 net paid-\$5-a-year



Married

WHEN a man's married it usually means that he has other mouths than his own to feed—other clothes than his own to buy, other necessities and luxuries of life besides his own to choose and pay for. Advertising buyers recognize the uncommonly good advertising responsiveness of publications that show a large percentage of subscribers who are married.

Sixty-two per cent of the more than two hundred thousand subscribers to **EXTENSION MAGAZINE** are married. And bear in mind that the average American family comprises five persons. Yet this sixty-two per cent is comprised of a proportionately wealthier, more intelligent and easier-to-sell clientele than many publications with larger circulations can give.

Married subscribers in abundance make another strong chain in the link

of convincing evidence that ought to influence you to advertise in **EXTENSION MAGAZINE**. For, bear in mind, there is no other similar publication to **EXTENSION MAGAZINE**; and only in **EXTENSION MAGAZINE** can you reach this concentrated buying power that includes, besides a large and growing general subscription list, the buying heads of 2,310 Catholic institutions whose purchases exceed a million dollars a month.

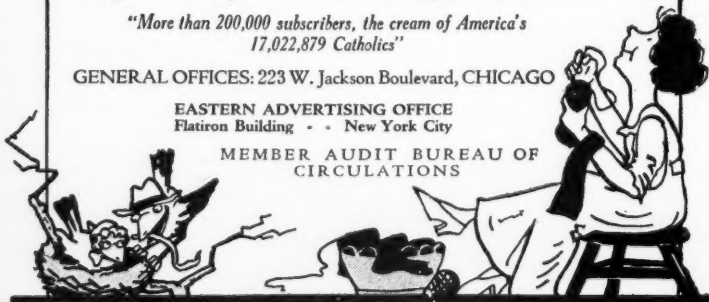
Extension Magazine

*"More than 200,000 subscribers, the cream of America's
17,022,879 Catholics"*

GENERAL OFFICES: 223 W. Jackson Boulevard, CHICAGO

EASTERN ADVERTISING OFFICE
Flatiron Building - - New York City

MEMBER AUDIT BUREAU OF
CIRCULATIONS



Advertising that Raises \$5,000,000 a Week in War Money

Small Investors, Chiefly Working People, Pay Nearly Two and One-Quarter Per Cent of the Current Cost of Great Britain's War Every Week

By Thomas Russell

London, Eng., Correspondent of PRINTERS' INK.

THERE can be no harm in saying (since the Chancellor of the Exchequer has already said it in his budget speech) that the financing of this war has been a miracle of efficiency. Advertising has played a large part in providing the money. In earlier articles PRINTERS' INK has shown how the big money was obtained —by cutting out the old formal manner of advertising and employing professional advertisement-writers to furnish reasonable copy. Something almost more wonderful still is the way the working people have contributed their earnings — lending the money to the nation.

The Chancellor stated recently that of the whole colossal expenditure, no less than 26 per cent had been furnished out of current taxation. He said, with truth, that no other belligerent—friend or foe—could do as much. The financing which I am about to describe is not taxation, but loan money in units down to less than four dollars.

Published official figures show that the war is costing Great Britain around \$219,625,000 a week. The "little money" mentioned above

is coming in at the rate of \$5,000,000 a week; over 2.23 per cent of the expense is being provided by wage-earners, who have been taught by advertising that this is a thoroughly good investment for their money.

And it is. They get, in fact, a much better deal than the big financiers. The average interest paid on all borrowed money for the war, up to date, works out at 4.75 per cent. The small investor gets, roughly, 5 per cent

compound interest and gets it in a way that he can understand, because it has been intelligently advertised to him.

The lowest unit, as I have said, is under four dollars. To be exact, it is about \$3.72. A war-loan certificate for this amount will be redeemed in five years' time for one pound sterling, approximately \$4.80. I say nothing to depreciate the patriotism of these little investors (because it is patriotism far more than thrift which is getting the money) when I remark that this is very good interest, seeing that the security behind it is the Consolidated Fund of the British nation.

About the end of 1915 a com-



124 Cartridges for 15/6

and your money back with interest.

DO you know that every 15/6 you put into a War Savings Account at the Post Office can purchase 124 rifle cartridges?

How many cartridges will you provide for our men at the Front?

For every 15/6 you put into a War Savings Account now you will receive £1 in five years' time: that is 5 per cent, compound interest.

Each year your money grows as follows:—

In 1 year it becomes 15/9
In 2 years it becomes 16/0
In 3 years it becomes 17/0
In 4 years it becomes 18/0
In 5 years it becomes £1

You can always get your money back in full, if you need it.

If you cannot put in 15/6 now, get a War Savings Stamp Card, which has 31 spaces for saving stamps, to help you to save 15/6 to open your Certificate Book with. You should always see that each of your children has a War Savings Card.

Enquire at your Savings Bank or

Go to the Post Office To-day

ONE OF THE ADVERTISEMENTS
THAT TAUGHT BRITISH WORKING-
MEN TO SAVE FOR THE WAR

mittee was appointed by the government to devise plans for tapping the vast wage fund created by war conditions, and also to attract the savings of the small investor. Two units were created—the £5 Exchequer Bond and the 15s. 6d. War Savings Certificate. The difference between the two is that the £5 bond is like a man putting money in the bank and getting interest upon it; the 15s. 6d. certificate is like a money-lender handing out the cash but deducting the interest in advance. A certificate can always be cashed at any postoffice, with interest up to date, if it has been held long enough to earn any. If kept five years it is worth £1.

These facts were very lucidly set forth in advertisements, one of which ran in part like this:

IF YOU CANNOT FIND
LEND YOUR MONEY
£1 for 15/6

For every 15s. 6d. you put in now you will receive £1 in five years; that is 5 per cent. compound interest. Your money is absolutely safe, and if you need it at any time you can always get it back in full at any Money Order Office.

In 1 year it becomes 15s. 9d.

In 2 years it becomes 16s. 9d.

In 3 years it becomes 17s. 9d.

In 4 years it becomes 18s. 9d.

In 5 years it becomes £1.

Every penny you put into a War Savings Account is helping to win the War and to save the lives of our sailors and soldiers.

FULL PARTICULARS CAN BE OBTAINED
AT ANY POST OFFICE

Even the most impecunious had his opportunity. Cards were issued with thirty-one blank squares on them. A man could put a 6d. stamp on each of these; any post-office exchanged the filled card for a 15s. 6d. certificate.

Some smart ad-writing was done. The slogan, "Silver Bullets," coined by some genius, carried the suggestion that every coin subscribed was a bullet shot at the enemy. "If you cannot offer your life, at least lend your money" was another slogan much used. Someone else thought up the scheme of telling the investor just what his money would buy in war material. An advertisement began:

124 CARTRIDGES FOR 15s. 6d. AND YOUR MONEY BACK WITH COMPOUND INTEREST

Do you know that every 15s. 6d. you put into a War Savings Account at the Post Office can purchase 124 rifle cartridges?

How many cartridges will you provide for our brave men at the Front?

A poster representing a shower of shillings, gradually turning into cartridges as they fell, appeared on the streets.

ORGANIZING WAR THRIFT

Like a good advertiser, the committee was not content to put the copy in the papers and await results. Advertising was followed up by personal work. Mayors, clergymen, schoolteachers, employers, foremen, cashiers and other people handling men or money were induced to form war savings associations. The government "showed how" and furnished books, receipt forms and advertising matter free. Various plans were adopted, and all associations were officially affiliated.

None of our government advertising copy was made by an untrammelled agency, as some of yours is said to have been. The department concerned always passed upon everything, but the copy did not always escape criticism. Neither did any copy ever published by any firm. You cannot please everyone.

If Uncle Sam wants his children to contribute to the missionary box he has the use of a cut-and-dried plan which has been glitteringly successful.

Chicago Stores Restrict Delivery Service

Delivery service by Chicago department stores and shops will hereafter be limited to purchases of not less than five dollars. This was the initial step decided upon by the Chicago Retailers' Association at a meeting last week to discuss means of bringing the public back to the economical custom of taking home their purchases. Beginning this week the following sign will be displayed in most State street department stores: "In accordance with the policy of the government to eliminate waste and effect a larger measure of economy, we ask our patrons to carry all packages of merchandise under five dollars in value." The plan of pooling delivery facilities was decided to be undesirable at this time.

Metropolitan Boston Trade Investigations

If 55% of Metropolitan Boston dealers complain of the manner in which your goods are packed: if 65% criticise your package inserts: if 70% claim your container is decidedly unattractive and suggest a change of label—you would have something to think about.

And if Boston dealers are prejudiced against your sales policy, your advertising, counter displays, window displays and direct-by-mail literature—you would like to know it, because you could adjust matters and cut the waste down.

If Boston dealers favor you in every way, you want to know it—because it will confirm your opinions regarding this territory.

You want to know these things because you believe in basing your plans on facts—not guess-work. It is the function of the Merchandising Service Department of the Boston American to make local trade investigations—to dig out marketing facts—to give advertisers a comprehensive outline of market conditions—to help them save money.

This department deals with merchandising facts only. The reports are not essays on the value of advertising media—they contain only sales facts. No obligation entailed. Write or call for complete details regarding this department—find out how we work—what we have on file here—and how we can help you.

BOSTON AMERICAN

New England's Greatest Home Newspaper

80-82 Summer Street, Boston, Mass.

Member Audit Bureau of Circulations

NEW YORK OFFICE
1789 Broadway

CHICAGO OFFICE
504 Hearst Building

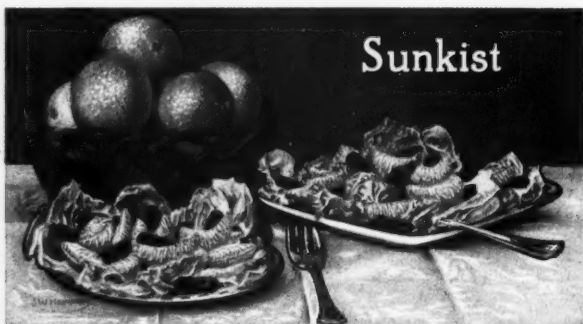


REALISM

in the representation of a product or commodity is often the most effective advertising appeal possible.

Niagara Lithograph Co.

Buffalo · New York
Chicago · Cleveland · Boston



THE CASE OF SUNKIST ORANGES

MR. DON FRANCISCO, Advertising Manager of the California Fruit Growers' Exchange, determined a year ago to set a new standard in the reproduction of an article of food.

Careful investigation brought him finally to the Niagara organization, and the series of Sunkist cards now appearing in the cars and stores are acknowledged on every hand to represent the last word in realism and lithographic excellence. These reproductions are not mere color photographs, but masterful translations into still life which impart the California atmosphere and the juicy quality of its famous product.

Incidentally, the original order, intended to meet the demands of a nation-wide campaign, has been doubled, making an edition of almost unprecedented size.

Niagara Lithotone Process

Niagara Lithograph Co.

Buffalo · New York
Chicago · Cleveland · Boston

You Don't Pay For Waste Circulation

IF a magazine or newspaper goes back it may retain its circulation for a while, but the advertiser does not get full value for his outlay. He is ignorant, at least for a time, of conditions.

If a play is bad it is immediately taken off and a new one substituted.

This is a policy of the theatre. It is self-regulated. The manager minimizes his loss.

This substantiates the value of the circulation of the New York Theatre Programs.

There is no waste circulation here.

No premiums, no lapses, no return copies, no unread numbers.

All 100% interested circulation—
10,500,000 a season.

Strauss Theatre Programs

A Magazine Medium
for Greater New York

*N. B.—Frank V. Strauss & Co. publish the
programs for all the principal theatres
in New York.*

Watch-Accessory Advertising Cashes in on Waltham Prestige

How Jacques Depollier & Son Broke Away from Dependence on the Jobber with National Copy Hooked Up to a Well-known Name

By Bruce Bliven

IT isn't very often that a product reaches a point where accessories and attachments for it can be advertised on a national scale by companies other than the parent one. In fact, our old friend, the Ford, is about the only example of this situation which comes readily to mind.

Recently, however, another illustration of this latest idea in merchandising comes to hand from an entirely different field. A manufacturer of accessories for watches is doing national advertising of his goods, as they are used in connection with a line of watches, themselves well known through national advertising. The advertising of the accessories is, incidentally, making the watches themselves better known, and so it goes.

In the story of this mutually reinforcing campaign on two types of products there is much for other manufacturers, in whatever line, to think about. The man who is selling something which has a close connection in the public mind with any other advertised product may find it greatly to his advantage to con-

sider hitching the other man's horses of advertising to his own business wagon.

The story is further interesting as a clear-cut example of how advertising may be used as sheer "business insurance." A business in the precarious position of selling an unbranded, unrecognizable type of goods to a few jobbers is

likely to be crippled at any moment if these jobbers choose to swing their purchases from one manufacturer to another. In the present instance this dangerous situation was relieved by national advertising, creating a persistent, positive demand for the goods which goes beyond the jobber, beyond the retailer to the consumer himself.

The watch-accessory manufacturer referred to is Jacques Depollier & Son, of New York.

This house is a very old and well known manufacturer in its field, the founder, Jacques Depollier, having been the fourth generation of a Swiss family of watchmakers from Geneva. Many years ago he came to the United States and began to manufacture watch-

The Smallest American Watch Movement

The Size of a Ten Cent Piece

PRECISE WALTHAM ACCURACY

This movement, as small as a ten cent piece, is the culminating achievement of sixty-five years of scientific watch-making by a Company which has already become famous for the remarkable precision and stability of its small watches as well as its large sizes. In the Waltham America has produced its finest—the acme of watch perfection.

These artistic watches are the result of years of watch case creating by the highest skilled American artisans. Nowhere in the world has such talent been brought to focus. The workers have equalled their opportunity, that of combining an exquisite piece of jewelry with the wonderful miniature machinery for telling the exact time.

A few designs are shown above the plain round case with the DAD Expansion Bracelet, which is the only expansion bracelet that will safely pass over the hand and over unobtrusive, the smooth cushion shape watch with ribbon wristlet and the ornate watch set with diamonds and square cut ladies' wristlets. These are the most beautiful watches in all the world.

The watches have two special features which are unique. The No-Fear Ribbon is applied to the watch without sewing a case-cover and a trouble-maker. There are no stitches to adjust, no hooks. It fits any size wrist without adjustment. It fits—there is "no line." The ribbon can be taken off and a new "No-Fear" ribbon put on in less than one minute. All our silk ribbons have "Gummed" Finish. They do not absorb moisture and last twice as long as ordinary ribbons.

Go safe with the leading Jeweler
Additional Insurance is

Jacques Depollier & Son
Manufacturers of
High Class Specialties for Waltham Watches
15 Maiden Lane New York City

HOW WALTHAM IS LINKED WITH
DEPOLLIER IN THE WOMEN'S
MAGAZINES

cases and to import Swiss watches. The business was conducted under the name of the Dubois Watch Case Company, and the name of Jacques Depollier & Son was adopted only a short time ago to be used in advertising complete watches, for which purpose the older name would have been inappropriate.

Jacques Depollier sold his watch-cases through the jobber, as 90 per cent of all watches are still handled. (In the watch trade it has been the custom for all American watch movements and cases to be sold to the retailer separately, and the latter puts any movement the customer desires into any case; only recently has the selling of complete watches, cases and movements by a single manufacturer gained any headway.) Naturally, Depollier inherited the traditions of the Swiss watch-makers, who are artists first and business men only incidentally; he was, therefore, more interested in the perfection of his art than in any modern means to sell it.

But upon his death some four years ago, his son, Charles, who succeeded him, at once realized the precarious position of any man whose business existence depends upon the good will of the wholesaler. Naturally, that set him thinking; and the end of his thinking was a decision that no manufacturer, with numerous employees depending on him for their livelihood, has the right to leave his business in a condition where its very life depends upon the attitude of a handful of jobbers. Mr. Depollier had studied, through the pages of *PRINTERS' INK*, the way in which other manufacturers had solved the same problem, and he was not long in reaching a decision that for him, as for them, the salvation of the business lay in advertising—advertising which should create a demand either among the consumers or among the retailers, which the jobbers could not afford to ignore.

But when it came to putting the idea into practical execution, difficulties presented themselves. The watch trade, dominated by the traditions of its Swiss beginnings,

has always had some unusual aspects which disturb the course of ordinarily understood merchandising, as the air-pockets which an aviator encounters will throw an aeroplane out of its course.

Up to about fifteen years ago, for example, it was almost impossible for the retailer to buy his movement and case all in one. Cases at that time were heavily engraved—sometimes with a highly ornate picture of a deer's head (calculated to make Landseer burst into tears), sometimes with a railway engine, the initials of the owner done in very ornate fashion, or what not. The customer chose from the wide stock carried by the retailer the case he liked and then selected a movement at a price he could afford to pay, and made by his favorite manufacturer. The retailer (almost always an expert watch-maker himself) then fitted the chosen case and movement together.

Within the past few years, however, styles in watches have changed. To-day the plain gold case or the engine-turned one is in demand, greatly reducing the size of the stock which it is necessary for the retailer to carry. A few manufacturers, particularly those making high-priced watches, have made arrangements with case manufacturers and sell to the jobber (or even, in some cases, direct to the retailer) a complete watch. Their argument for so doing is that by adjusting the watch and the case in harmony at the factory they insure better time-keeping qualities. While there is probably something in this argument, it is also true that when the whole product is sold as a unit it is much easier to know when the dealer is cutting the retail price than is the case when the manufacturer is endeavoring to hold up a retail price on the movement alone, the cost of which is only part of the lump sum which the consumer pays. However, probably not more than 10 per cent of the business in watches to-day is done on the basis of the completed watch being sold by the manufacturer.

Trade authorities seem to be agreed that while the jobber is a declining factor in the trade, it would be next to impossible to eliminate him entirely. His chief value is found in the fact that he carries the small retail jeweler as a credit risk, whereas if the latter had to deal direct with the hundreds of manufacturers represented in his stock, the cost of bookkeeping and the bother of handling so many small accounts on a credit basis would make it difficult for him to get either goods or service. For that reason many watch manufacturers refuse to sell to the retailer at all, and capitalize that fact in arguing for the friendship of the jobber.

As Charles Depollier analyzed the situation, his company needed to get out from under the wing of the wholesaler entirely. For a maker of high-class watch-cases and accessories, the primary market lies in pushing novelties, in which there is far more profit, and for which there is far more demand, than there is for staple lines.

But the jobber, according to Mr. Depollier, who explained his opinion to a representative of PRINTERS' INK, is at a disadvantage in pushing novelties to the retail trade. The novelty is, by its very nature, something which one manufacturer has and others have not. The jobber's salesmen cannot afford to push such a novelty as hard as it ought to be pushed, since their line is so great that they cannot select any one feature for extensive exploitation, and, in any case, they do not care to show partiality to one manufacturer as against another.

On the other hand, to put over a decided novelty without the jobber's assistance is a task which in ordinary times would require a comprehensive nation-wide selling organization and a large amount of capital. The small retail jeweler is like the small business man in many other lines: as a rule, his stock is too large; his bookkeeping is not accurate enough for him to know where he stands, and his knowledge of advertising and merchandising is

too incomplete for him to realize the value of a popular novelty as a sales- tonic and trade-stimulator.

What Mr. Depollier needed, then, was a novelty which would catch the consumer's fancy. The retailer is, of course, shrewd enough to stock something for which he sees the public asking, and if the demand for a thing is great enough, he will go to the manufacturer to get it, instead of depending on the jobber to carry it to him.

The advent of the world war brought Mr. Depollier the opportunity he had been seeking and the novelty he needed—the wrist-watch. Hitherto regarded by the public as a foppish and unnecessary adornment, the wrist-watch speedily proved to be an indispensable part of the soldier's equipment in these latter days when military movements are timed weeks ahead to be executed at a given moment, and when accurate and instantaneous knowledge of the time is literally a matter of life and death. Overnight the wrist-watch became the object of an enormous demand; and when the shadow of war began to hover over the United States, early in 1917, the whole watch trade knew that a similar change of heart would be noticed in this country.

Mr. Depollier some time ago invented a special form of strap for a wrist-watch, which he calls the "No Fuss" strap, in which a patent clasp locks down on the ribbon or strap at any point, eliminating the imperfect fit of the ordinary buckle-and-hole arrangement. He is also the inventor of a watch-case with a disappearing eye into which the strap can be fastened. By removing the strap and closing the eye, the watch may be worn on a chain, fob or in any other fashion.

With these elements of distinction, he felt justified in making up a wrist-watch which he could advertise to the consumer, on which he could create a business independent of the wholesaler, and equally independent of the apathy of the retailer. The most important part of his plan, however,

has not been told. Since he is making watch-cases, not the watches themselves, he has to buy the movements from a watch manufacturer. Since he is seeking the public good will, he argued, why should he not capitalize an existing good will by putting into his wrist-watch cases a movement already nationally known and advertised?

Years ago the Depollier company had used Swiss movements, but it was found necessary to get a watch that was understood by all and which had less selling resistance. He determined to choose a watch which had a reputation which made it need no effort to introduce or boost. After a study of the American watch field the Waltham watch was found to fulfill all the requirements, and Waltham movements are therefore used in both men's and women's wrist-watches.

In fact, in his advertising the Waltham and Depollier products are so blended as to appear to the mutual advantage of both companies. "The Smallest American Watch Movement," says one advertisement published in a woman's magazine. Then follows the headline, "Prestige—Waltham—Accuracy," and the copy remarks:

"This movement, small as a ten-cent piece, is the culminating achievement of sixty-five years of scientific watch-making by a company which has already become famous for the remarkable precision and stability of its small watches as well as its large sizes. In the Waltham, America has produced its finest, the acme of watch perfection."

Then the copy goes on to talk about the special merits of the Waltham watches illustrated in the advertisement, which, of course, have the "No Fuss" ribbon and the disappearing eye.

Copy of this character, appearing during the past three or four months in several class magazines which are read by well-to-do people interested in sports, etc., has been remarkably successful, according to Mr. Depollier. No attempt has been made to develop any mail-order business, the cus-

tomers being referred to his retailer. As a result, Waltham watches with Depollier accessories are now on sale in several very exclusive jewelry stores which have always hitherto refused to carry any advertised American watch at all.

Other national copy published by the company has pushed the "Khaki Watch" (a wrist-watch for soldiers with the strap of olive drab "Cravenette" Finished Khaki), "Miladi Militaire," a similar watch for woman's wear, and other novelties. All these goods the company sells direct to the retailer, to whom the company advertises regularly in the jewelry trade papers, as it has for several years. It also sells to the jobber when the latter demands the goods. The point is, as Charles Depollier sees it, that the advertising has placed the company in close relationship with the jewelry trade all over the country. The consumer and retailer advertising has not only insured the permanence and stability of the business, but increased its sales tremendously and put its goods into stores where the jobber could never have succeeded in placing them.

"But perhaps the greatest reason for our consumer advertising," Charles Depollier remarked, "is the fact that all jewelry is sold on faith. The purchaser can't possibly know whether he gets the goods he pays for or not. Any attempt to investigate would ruin the jewelry itself. For the most part, the buyer must take the retailer's word for it that the watch is solid gold or gold-filled or silver-plated. Even the retailer can only go a little further in the way of investigation. He may destroy one watch in twenty to see if it is as represented, but he has no means of knowing that the other nineteen are what they ought to be. In fact, the only man who is in a position to know absolutely whether the goods are honest or not is the manufacturer who made them. That being the case, if he is honest and square he ought to be willing to put his name on them and capitalize their integrity by advertising both to the retailer and the consumer."

The Evening Newspaper Leads In Baltimore It's THE NEWS

Approximately 75 per cent of the national advertising appearing in newspapers is scheduled for evening publications. An important argument for the supremacy of the evening newspaper with national advertisers particularly, as 90 per cent of national advertising in newspapers is placed through general advertising agencies. The judgment of these experienced space buyers dovetails the judgment of leading local merchants in principal cities throughout the United States.

Hence, a list of prominent high-grade evening newspapers represents the backbone of practically every intensive sales-building campaign on trade-marked specialties. In Philadelphia, *The Bulletin*; in Chicago, *The News*; in Washington, *The Star*; in Indianapolis, *The News*; in St. Louis, *The Post-Dispatch*; in Montreal, *The Star*; in Buffalo, *The News*; in Baltimore, **THE NEWS**—etc.

These evening newspapers dominate their respective fields and in like measure carry the most advertising, because home newspapers of this type are first in the estimation of the housewife—the shopping guides of the community.

In Baltimore, national advertisers who desire to follow the line of least resistance and obtain greatest effectiveness at minimum cost find advertising in **THE BALTIMORE NEWS** an economical and constructive sales-building force. It has the largest local home circulation by many thousands of any Baltimore newspaper and leads in all important lines of advertising that count for supremacy — dry goods, department stores, shoes, drugs, automobiles, financial, etc.

ASK ANY LOCAL DEALER

For Better Business in Baltimore Concentrate In

The Baltimore News

Net Daily Circulation June, 1917, 88,685

GAIN over same period 1916, 11,297

DAN A. CARROLL
Eastern Representative
Tribune Building
New York

J. E. LUTZ
Western Representative
First Nat'l Bank Bldg.
Chicago

ASSOCIATION MEN

This magazine is the official organ of the Greatest Men's Club in the world—the Y.M.C.A. of North America. As this "club" has grown in strength, numbers, influence and usefulness, so Association Men has grown until now it is time to change to a

New Size

Beginning with the September 1917 issue, Association Men will be published in the flat-opening style, $8\frac{3}{4}$ inches x $11\frac{1}{4}$ inches, giving a three-column advertising page, measuring 7 inches x 10 inches. This size will permit the use of larger and better illustrations on the reading pages and give additional value to advertisers.

As the Y. M. C. A. installs new improvements so Association Men will add

New Features

None of the highly developed departments that have caused the success of Association Men will be dropped, but new features will be added. It will be a bigger, broader, better magazine in news interest, editorial subjects and everyday helpfulness. And with these new features will come

New Circulation

Today, Association Men goes to 80,000 business men, executives, architects, lawyers, doctors, dentists—men in every walk of life. Besides, it is read by thousands of non-subscribing young men in Y. M. C. A. reading rooms, giving a big extra circulation. With the new size and appeal of Association Men, this seemingly general though distinctly class circulation is bound to greatly increase. Therefore

New Rates

will go into effect after August 12th, the closing date for the first new-size issue for September, 1917. Until August 12th, advertising contracts will be accepted for space to be used up to and including August, 1918, at the present small page rate—\$100 a page, \$55 a half page. After August 12th there will be a flat rate of 40 cents a line, \$168 a page and this rate cannot be guaranteed for any definite time after August 12th.

There is just one month to place contracts at the old rate. This is not a flag-waving, hip, hip, hurrah last minute announcement. We have simply given you a plain statement of the facts and ask you to carefully consider, NOW, the great advertising possibilities of this newer, bigger, better



A. P. Opdyke.....Advertising Manager
 James I. Peck.....Eastern Representative
 124 East 28th Street, New York
 Harley L. Ward, 19 S. LaSalle St., Chicago

THE 140 page October issue of Photoplay in the new standard size, 10-3/16" x 7", goes to press August 1st, and is on sale September 1st.

Your page advertisement in this issue, costing \$300, puts you in contact with the first 200,000 and more devotees of moving pictures—a filtered selection of 15 million daily theatre patrons.

Get in touch with America's Fifth industry through the pioneer magazine in this field. With motion pictures the fastest growing industry, the audience gathered by Photoplay—the leading force in the industry—must be as live and dynamic and responsive as you can find in any field whatsoever.

W. M. HART

Advertising Manager

PHOTOPLAY

350 North Clark Street, CHICAGO

New York Office - - - - - 185 Madison Ave.

Selling Rugs by Advertising a Color Scheme for Rooms

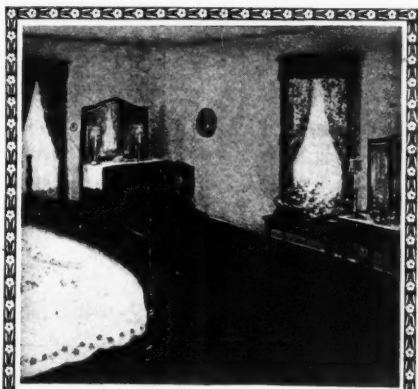
Preliminary Campaign Reveals Product's Best Talking Points

NOT every incipient advertiser can see his path clearly ahead of him. He sees that there are a lot of obstacles in the road and that the most discreet policy at first will be for him to proceed slowly and carefully. Especially if it is a pioneering product, the manufacturer may have to travel through an uncharted distribution wilderness and blaze his own trail and work out his own problems.

This is what the Klearflax Linen Rug Company, of West Duluth, Minnesota, has been doing. This concern has been quietly feeling its way into the market. It has been advancing cautiously but so surely that within the last year or two it has carved out for itself a substantial niche in the country's rug business. It has been advertising, though in a rather small way, almost from the time when it brought out its product about four years ago. So carefully has the company's modest appropriation been handled that it has helped the sale of the product out of all proportion to the amount of money invested. Encouraged by the success of its experimental advertising the company is now launching out on a bigger and bolder campaign. It has been sounding the market and now knows where it is and what it can do. The days of experimenting are over. The preliminary campaign has revealed to the company its product's best talking

points and how to make the most effective selling appeal.

For years many minds have wrestled with the problem of trying to find some way of utilizing American flax. It has many valuable properties. Much of it was burned or let rot, after it had been threshed. This was a great economic loss. Finally it was conceived that rugs could be made of this material. Years of experimenting with the idea at last resulted in the present Duluth corporation. It is claimed that a million dollars in money and seven years of time were required to produce the first Klearflax rug



Would you like an expert's advice on room decoration? Then send for "The Rug and the Color Scheme." It shows you in full color a number of rooms such:

Klearflax LINEN RUGS

on the floor, and tells you how you may use the scheme. It also explains clearly and simply how to plan any room. Write to us. We'll thank you for a 4-cv. 10c postcard.

You can get Klearflax Linen Rugs in Three, Blue, Green, Grey, Brown and Black in three sizes and at three prices.

12x18 ... \$25.00 12x24 ... \$35.00 18x24 ... \$45.00

12x18 ... \$20.00 12x24 ... \$30.00 18x24 ... \$40.00

12x18 ... \$15.00 12x24 ... \$25.00 18x24 ... \$35.00

12x18 ... \$10.00 12x24 ... \$20.00 18x24 ... \$30.00

12x18 ... \$5.00 12x24 ... \$15.00 18x24 ... \$25.00

12x18 ... \$2.50 12x24 ... \$12.50 18x24 ... \$22.50

12x18 ... \$1.25 12x24 ... \$11.25 18x24 ... \$21.25

Treasure Chests of Old Contained Fine Linen

AND now comes a rug from this thoroughbred of fabrics—a linen rug for every room in the home. Klearflax Linen Rugs are the only rug, made of linen. And the colors! Rich and sumptuous in their solid tones, they offer the complete solution to your problem of interior decoration: To build a perfect color scheme from the floor up. Klearflax Linen Rugs are as thick and staunch as any floor covering you have ever seen. They are made to give you the economy that only the wearability of linen can give.

Any dealer who has a really representative assortment of rugs and carpets will be glad to show you Klearflax Linen Rugs.

THIS AD APPEARED IN COLORS AND SHOWED AN ARTISTIC INTERIOR WITH NO OBTRUSIVE DISPLAY OF THE RUG

Manufacturing processes had to be invented. Expensive machinery had to be devised. It was tedious work. Many mistakes were made. Much of the ground had to be gone over time and time again.

Finally when the rug was ready to be offered to the trade the line of procedure that should be followed was not clear. To be sure, it is a rug that was offered and obviously it was to be used as are other rugs. But what was to be said about this special kind of rug? What claims could be made for it? There is a difference in rugs, as everyone knows. What were the points about this new rug that would interest the public? A manufacturer can experiment with a new product as much as he pleases, but he will not know all about it until it has been out in the market for some time. The consumer teaches the manufacturer many things about his goods that he did not know. The advertising manufacturer, because he establishes a direct point of contact with the consumer, is in a better position to get a reaction from the ultimate buyer than the manufacturer who sells his goods anonymously.

Thus all the selling arguments for Klearflax rugs could not be formulated immediately. It took experience with the consumer to find all that could be said for the product and also what could not be said. This is why the present advertising of the company is vastly more effective than the earlier efforts. More and better arguments have been discovered. For the same reason, some claims made in the first advertising have been discontinued. Experience has brought the knowledge that they were not true.

STRONG POINT WAS IN TALKING LINEN

It was soon found that the linen argument is the most compelling. It is the "something different" to be said about rugs. Women have a feeling for linen that is almost akin to reverence. To the feminine mind it is a magic word. It connotes a whole string of syn-

onyms, such as pure, clean, durable, etc. Throughout all the advertising and the selling literature of the company much emphasis is put on the linen argument. One little book that is used in the campaign has proved very effective. It is called "Linen." It relates many incidents of the part linen has played in historical events, the purpose being to show the wonderful durability of the fabric. Here is a sample:

"A linen mummy cloth dating back to the III. Dynasty (about 4717 B. C.) was recently compared under the microscope with a piece of fine Irish linen. The only appreciable difference was that in the mummy cloth the diameter of the fibres seemed to be finer. Through all the centuries linen has remained unchanged in nature and utility. Linen has always been used whenever an enduring fabric was wanted. To-day its conspicuous new use is in Klearflax Linen Rugs."

This one shows how the history of linen is connected with the present product:

"As early as the 11th century, linen was woven in Ireland, and Louis Crommelin, about 1696, driven from France by the revocation of the Edict of Nantes, established the manufacture on a new basis. It was not until the present decade of the 20th century that the manufacture of Klearflax Linen Rugs was made possible by the perfection of the special machines which pile strand upon strand of delicate flax into this thick, heavy and individual floor-covering."

An illustration of the flax plant in bloom is used in a great deal of the copy. This is to carry out the linen suggestion still further. The color scheme of the company, used on the letterheads and wherever else it is possible, is the delicate blue of the flax blossom.

Klearflax rugs have been made in as many as seventy-five shades, but finally the number has been fixed at ten standard colors. The affinity of linen for color thus offers this advertiser his second best talking point. The decorative value of the rug is strongly





**WE'RE CURIOUS TO SEE
THE RESULTS YOU ARE GET-
TING WITHOUT THE AID OF
ROYAL ELECTROTYPES**



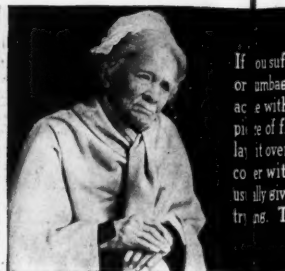
SEND US some samples covering the range of your printed work and let us see if the results could be improved by the use of better electrotypes. You may be one of that great number of plate buyers who are resigned to inferior quality because you do not know that Royal workmanship makes a decided improvement in the printability of illustrations—particularly on three or four color work. Or, again, you may be one of those who think that duplicate original engravings are the only things to order when you wish to maintain the highest possible quality on every impression. We have plenty of evidence to submit in favor of Royal Skill as applied to this and every other phase of electrotyping.

**ROYAL ELECTROTYPE COMPANY
620 SANSOM STREET PHILADELPHIA**





The first thing to do for a sprain or bruise is to cover the hurt with a piece of flannel soaked with Omega Oil. Quick relief usually follows this simple treatment. Trial bottle: 10¢



If you suffer from a bruise or sprain, cover it with a piece of flannel soaked with Omega Oil. Quick relief usually follows this simple treatment. Trial bottle: 10¢

Mr. Barron G. Collier, Pres.,
Street Railways Advertising Co.,
220 W. 42nd St., New York City

Dear Sir:-

Two years ago we discontinued except in the street cars. We naturally in sales and profits, but the reverse is fits in January 1917 were the greatest in seventeen years this company has been in

You will see from this that, on street car advertising will carry it along publicity.

Yours very truly

THE OMEGA CHEMICAL

Bent m



For swellings and inflammation, rub Omega Oil gently over the place that hurts; then soak a piece of flannel with the oil, lay it over the painful part and cover with flannel. Quick relief usually follows. Trial bottle: 10¢



For sore throat, rub Omega Oil gently over the place that hurts; then soak a piece of flannel with the oil, lay it over the painful part and cover with flannel. Quick relief usually follows. Trial bottle: 10¢

PRINTERS' INK.



If you suffer from rheumatism or numbness, rub the parts that ache with Omega Oil. Soak a piece of flannel with the oil, lay it over the sore places and cover with oiled silk. This usually gives relief and is worth trying. Trial bottle: 10¢

A simple rubbing with Omega Oil takes out the soreness in the muscles after exercise or hard work. Hundreds of athletes use it regularly as a rubdown. Trial bottle: 10¢



g Co.,
York City.

continued every form of advertising naturally expected a falling off reverse is what happened. Our pro-creast in any one month during the s been in existence.

s that, once a business is established, try it along at a very small outlay for

rs very truly,

A CHEMICAL COMPANY.

E. M. Moses

Sec'y. & Treas.

For sore throat and cold in the chest, first rub with Omega Oil, then soak a piece of flannel with this wonderful oil, put it around the neck, lay it on the chest and cover with flannel. Quick relief usually follows. Trial bottle: 10¢

For pains in the back, place a steaming hot towel over the painful spot for a few moments to open the pores, then rub with Omega Oil. Quick relief usually follows. Trial bottle: 10¢





Dealer Helps

*That Will Increase the
Automobile Dealer's Sales*

MANUFACTURERS of commercial and pleasure cars know that in order to help their dealers and distributors sell more cars, it is necessary to "back up" their general publicity with direct-by-mail literature.

They also realize that to graphically set forth the convincing arguments that sell the car, their literature must be well designed and illustrated and attractively printed.

The Poole Bros. organization of artists, advertising men and printers has produced effective sales-inducing literature for some of the largest automobile manufacturers and invites inquiries from others.

Poole Bros.

CHICAGO



Printing Service
For Advertisers





brought out in all the copy. In fact, this is so true that gradually the company is beginning to sell the prospect not only a rug, but a whole scheme of home decoration. This is the dominating note in the new big campaign that has been running in a sizable list of general mediums. Quite a few commanding four-color pages are being used, besides a number in black and white. The point is that the prospect who is sold on the color scheme for her various rooms will have to buy Klearflax rugs to carry it out. And if a person has any doubt about this new kind of rugs working into a room's color plan it is likely to disappear immediately when the enticing color advertisements are seen. Color advertising thus gives this Duluth corporation a splendid opportunity to drive home one of its most fetching appeals.

A 36-page book, "The Rug and Color Scheme," is being offered in the current advertisements. The first half of this book, which has been written by Agnes Rowe Fairman, an authority on home decoration, does not concern itself at all with the Klearflax rug, except as it appears in the number of full-color room scenes, which are shown. The object of this book is to interest people in the color scheme idea. The interest in the rug advertised will then follow as a matter of course. Incidentally, it is worth noting that a hundred thousand edition of this book alone is costing these Duluth people about four times what they were investing in all advertising two years ago.

The present campaign is indeed a far cry from the modest advertising efforts put forth by the company up to 1915, when an agency was engaged. It shows what advertising progress can be made in a short period. At that time the product had little distribution. That is, it was not carried as stock in retail stores. Quite a few merchants sold it to the extent of taking orders for it. Color strips of the rugs showing the quality and the shades in which they could be obtained were presented to the prospective

buyer in lieu of the rugs themselves. As can be imagined, this method was not very satisfactory and did not run the Klearflax sales up to any great height. At that time the product was so little known and offered such a radical departure in rug-making that the retailer did not feel like hazardizing an investment in stock. As is usual in such cases, the merits of the product failed to get the dealer excited over its selling possibilities. The only thing that will enthruse him is insistent demand from the consumer, and he knows that, especially in the case of a new article, advertising is the only force that will bring this about economically.

COMBINED DRIVE ON DEALER AND CONSUMER

The marketing of an entirely unknown product presents still another problem to its manufacturer. He must tell the retailer and his sales people about his goods at the same time that he advertises to the consumer. If he does not he cannot expect much helpful co-operation from the trade. Nothing succeeds so quickly in dampening a buyer's interest in an advertised product as the clerk's indifference. Indifference, in many cases, is due to a lack of knowledge of the thing being sold.

So when the more systematic advertising of the company was started in 1915 the drive was made jointly on the dealer's organization and on the consumer. The message was carried to the consumer in a few women's publications and to the dealer in journals reaching the carpet and rug trade. These trade-paper advertisements commanded considerable attention. Generous space was used. The "ads," which were suitably illustrated, were arranged in a series of chapters—a whole chapter, bearing its proper number, appeared in each issue of the paper. The story of Klearflax, from the inception of the idea down to the latest developments, was thus told in serial form. The story was related so that the reader's interest would be carried

forward from one chapter to another. At the same time each "talk" was complete in itself. It was not necessary to read the entire series to find out what it was all about. Each chapter delivered its own message. After each appearance these advertisements were reproduced on a folding mailing card and addressed to the retailer's floor salesmen. Gradually this educational work familiarized the retail trade with the Klearflax proposition. Appealed to in this intelligent manner, the retailer gave the company more co-operation than he otherwise would. In the meantime the consumer advertising was sending calls for the new kind of rugs to the dealer. Thus the advertising, with the assistance of the company's sales department, influenced the retailer to stock the product. As a result of this campaign the rugs are to-day on sale in at least one good store in nearly every large town and city in the country and would be in many more if the company were able to keep its production up to its sales.

The Klearflax Linen Rug Company does not claim to have arrived. It has merely got a good start; and furthermore it believes that the start has been made on the right road. Advertising has played an important part in the development of Klearflax thus far. It has convinced the officials that they possess a product with large selling possibilities instead of an experiment with an unknown future. The men back of the company were pretty confident that they had a meritorious article, but they weren't sure. Advertising, by bringing a favorable reaction from the consumer, proved to them that they were not mistaken, and showed them that they could safely invest more money in going after the market in more vigorous fashion.

Merger of Fort Dodge Papers

With the July 2nd issue, two Fort Dodge, Iowa, newspapers, the *Chronicle* and the *Messenger*, were merged into the *Chronicle and Messenger*. The reason given for the consolidation is the great increase in the cost of production.

Smoothing Out Troubles of Conklin Pen

The Conklin Pen Manufacturing Company, Toledo, Ohio, who made a voluntary assignment on June 18, 1917, is not only to continue business but is to go right ahead better than ever in the full sense of the word. That was the consensus of opinion at a meeting of the creditors held on June 26, 1917, at the offices of the company. A resolution to that effect was unanimously passed and a committee of 5 creditors was selected to assist the assignee and present management of the company in an advisory capacity.

The company's sales so far this year show, it is said a substantial increase over the same period in 1916 and also being ahead of the quota set for the first 6 months of this year. Everything points to this being the most successful year the Conklin has ever had in both sales and profits.

In fact, the company's financial difficulties and its assignment was really due to too much business rather than too little—too much business for its working capital, according to W. N. Bayless, the advertising manager. On top of a very large increase in business during 1916, another increase even larger was set for 1917 and the working capital was found inadequate for two successive increases of such unusual proportions.

The business will be continued and carried forward to even greater success. The company announces that they are now filling all orders promptly and will continue to do so. W. N. Bayless is advertising manager, which connection he has held for the past nine years.

Aggressive Advertiser in Important Merger

The Bull Tractor Company, Minneapolis, and the Whitman Agricultural Company, St. Louis, both leading manufacturers of tractors, have consolidated under the name of the Whitman Bull Tractor Company. The Toro Motor Company, Minneapolis, is also included in the merger. The headquarters of the new company will be in St. Louis, and manufacturing operations will be carried on at the Whitman plant there. The new company has been incorporated with a capitalization of \$2,700,000, and P. J. Lyons, who was president of the Bull Tractor Company, heads the concern. It was planned to produce 10,000 tractors a year. The Bull company has been one of the most aggressive advertisers in the tractor field, and it is assumed that this policy will be continued.

Advertising Manager Made Vice-President

C. A. Dickens, for seven years advertising manager of *Municipal Engineering*, Chicago, has been made first vice-president of the publication company. He will continue to act as advertising manager.

To standardize at once



The Big Step

the rates on *The Ladies' World* from September 1917 to and including January 1918 will be

\$2.50—a line

450.00—200 lines [Single column
or quarter page]

900.00—400 lines [Half page]

1,700.00—800 lines [Full page]

(Color rates on application)

Advertisers are assured an average excess circulation of 150,000 copies and an intensified interest in the new forward march of *The Ladies' World*.

THE McCLURE PUBLICATIONS, Inc.

PUBLISHERS

THE LADIES' WORLD

McCLURE'S MAGAZINE

Advertising in Food Control Campaign

The possibility that advertising will play an important part in the Governmental propaganda for food production and conservation is more than suggested in the announcement made Tuesday that Herbert C. Hoover had asked the J. Walter Thompson Company, advertising agents, to act as advertising counsel in the organization and operative work of the Food Administration. C. E. Raymond, vice-president of the company, with headquarters in Chicago, went to Washington on July 4 to remain permanently on the ground there and co-operate with Mr. Hoover and his associates. The company is giving its services without compensation.

"The plans for advertising in connection with the food control propaganda are as yet not worked out, and therefore it is impossible to say anything definite as to the scope or character of the work," said Stanley B. Resor, president of the J. Walter Thompson Company, to a representative of **PRINTERS' INK**. "The publishers of the country are already doing a great deal of valuable editorial work in aid of the movement. Advertising agency men, writers, illustrators and others will now, it is hoped, be able to co-operate as well. Mr. Hoover's work has not yet received the necessary legislative sanction to make it official, and when this pending legislation is passed it will probably put our work on a much more definite basis. A considerable amount of free space will probably be offered for use in spreading the food saving propaganda."

A Washington dispatch of July 9 to the *New York Times* states that the impending food control propaganda will be "the world's biggest advertising campaign," and adds:

"Pleas for the saving of foods will be posted from one end of the country to the other—in railroad stations, on billboards, in public buildings, and on moving-picture screens. It is the hope of the department to have food-saving cards and posters wherever any one may look. In addition, pledge cards and economy rules have been printed in several foreign languages for distribution among the foreign-born who do not read English.

"Well-known poster artists have volunteered to design food conservation placards, and a corps of expert writers of advertising copy are at work on campaign material. The co-operation of all newspapers and magazines is being sought. Advertising concerns, railroads, and street railways are asked to aid."

E. G. Braislin Now with New Jersey Papers

Edward G. Braislin, formerly with the *Standard and Mercury* of New Bedford, Mass., has been appointed advertising manager of the *Daily Home News* and *Sunday Times*, of New Brunswick, N. J.

Characters in Advertising

Copywriter: The man who is daily caught in an explosion of the dictionary and who emerges with his black-rimmed glasses unbroken.

Lay-Out Man: So called because he ministers the last rites to the advertisement before it is buried deep in the advertising section.

Space Buyer: The man who acts as if he was really the buyer of the space.

File Clerk: The caretaker of the Morgue of Back Numbers, who is constantly reminded of the woes of yesterday.

Plan Man: A distant relative of the Weather Man, possessing many of the family's characteristics for accuracy.

Star Solicitor: The man who may always be relied upon to do better than 85 for eighteen holes regardless of the course.

Second Solicitor: The man who can do better than 95.

Third Solicitor: The man who can do better than 100.

Fourth Solicitor: The man who is just taking up the game.—"*Common Sense*," house-organ of Corliss, Macy & Co., New York.

Trade Paper Advertising to Recover Lost Gems

Albert R. Lee & Co., Inc., of New York City, have recently used display space in jewelry trade publications to advertise for the return of a round pearl earring, lost in New York about six weeks ago. The advertisement, offering a reward of \$500, is accompanied by photographs of the pearl unmounted and mounted in a gold screw setting. The idea behind the advertising is, of course, that the person who has the pearl in his possession will presumably take it to a jeweler either to sell it or for an appraisal of its value. The jeweler will then recognize it from the advertisement, and it can be returned to the owner.

Death of Lieut. Warden McLean

Warden McLean, second lieutenant in the regular army and the eldest son of William L. McLean, publisher of the *Philadelphia Bulletin*, died on June 29th at Chattanooga, Tenn., as a result of injuries sustained from being thrown from his horse. Before he was called into active service he had served in various departments of the *Bulletin*, having been last employed in the business department.

In memory of Lieutenant McLean the officers' training camp at Fort Oglethorpe, Ga., has been named Camp Warden McLean.

Harry E. Steinbruegge Dead

Harry E. Steinbruegge, trade artist, who was designing artist for various companies in St. Louis for several years, died last week at the age of thirty-three.



To Get Orders From Your Book Write for Ours

The purpose of the Warren 1917 Suggestion Book is to make the question of what paper to use on your book easy of solution.

The Warren Suggestion Book shows twelve different Warren Standard Papers and contains sheets of different weights of each standard. These sheets are printed with a great variety of engravings showing a wide range of subjects.

Whatever you have to sell, if you use printing to help sell it, you will find helpful suggestions in this book. If that is a broad statement it is because we think we have accomplished in this book what we set out to do. That was to prepare a specimen book on paper that would be an idea book on printing. If you buy printing or sell it, this book ought to be a help to you.

When planning printing the question of paper, generally a baffling one, may be greatly simplified by a reference to its pages.

S. D. Warren & Company have standardized printing papers. This Suggestion Book shows these standards and how they may be applied. We wish we were able to offer to send a copy of this book to every person who asked for it. But its limited edition makes this impossible. The book can be sent only to printers, sales managers, and advertising executives.

In writing for a copy, use your letterhead, please.



Printing Papers

S. D. Warren & Co., 163 Devonshire St., Boston, Mass.

Constant Excellence of Product — the Highest Type of Competition



It would be hard to find a stronger development of *reader interest* and *response* than the Questions and Answers Department of Textile World Journal. Many questions are received daily but space permits publishing of only a few best. Every one is answered by correspondence. To answer some requires long investigations by the technical editors. And these are vital questions upon the answers of which men operate mills. Incidentally, the periodic publication of these Questions and Answers in book form creates the largest demand in the field of technical textile books.

Textile World Journal

Members
Audit Bureau of Circulations
Associated Business Papers, Inc.

New York

Boston

Philadelphia

Chicago

Greenville, S. C

Special Department to Secure Satisfactory Territorial Sales Quotas

Successful Stimulative Work Being Done by Frantz Premier Company

HOW the Frantz Premier Company, of Cleveland, is capitalizing the local prestige of central stations and converting it into sales of its product is a story which is highly suggestive to manufacturers who have found it difficult to secure the quota of sales which they believe important markets should yield. The company has a special department which is engaged in putting on selling campaigns for the electric light companies, and it has been highly successful.

In a great many instances central stations selling Frantz Premiers, as well as electrical dealers handling the line, sell comparatively few machines. Like a number of other specialties, such as pianos, sewing machines, etc., there is relatively little "over the counter" business, but most of the sales are made by direct solicitation. To get the volume of business which the general character and desirability of the product warrants the manufacturers in expecting requires intensive work and an aggressive style of selling. It would be possible, of course, for the company to go into a city with its retail salesmen, of whom there are several hundred, and put on a campaign from its own offices and in its own name. But it is realized that this would probably not produce the results which can readily be obtained by getting the co-operation of the electric light company which is operating in that community. The company has the facilities, is well known, and a campaign in its name is bound to be much more successful than one which is engineered by the company, conceding the fact that the latter's national advertising has been effective in making its product well and favorably known.

So strongly does the company believe in the selling-campaign

idea as applied to central stations that its usual arrangements with electric light companies is to take back any machines which are ordered for the campaign and remain unsold at its conclusion. It furnishes the men to sell the machines, and the campaign is conducted without any trouble to the central station. The Frantz Premier Company furnishes the advertising copy, though this is usually paid for by the lighting company out of the profits which it makes on the sale of the cleaners. However, if the latter does not desire to handle the accounts, the manufacturer will even put on the campaign and assume all of the burden, even to billing and collecting the accounts, so that the lighting company gets a net profit on every sale, as well as the additional load represented by the consumption of current which use of a cleaner necessitates, simply from lending its name and influence to the project.

DEALERS LIKE THE METHOD OF HELPING THEM SELL

The interesting thing about the campaign idea is that it is put over without in any way alienating the good will of the dealers. In fact, the results of a campaign of this kind are to stimulate business with the dealers, for the advertising and selling work which is done by the factory men stirs up the situation and enables the dealers to close many prospects which have been hanging fire.

In some cases, where the central station does not sell appliances, the campaign is worked up for a dealer, or is handled jointly, the lighting company and the distributors of appliances working together. But the vacuum cleaner company supplies the campaign and the men to conduct it, and assumes the responsibility for the success of the work. It has

been successful invariably, and this spring is being given a great deal of prominence, with special advertising to central stations running in the trade papers.

H. B. Brown, who is in charge of the central-station campaigns, said that no secret is made of the desire of the company to take advantage of the prestige which each

by means of their co-operation we can sell several times as many machines as we could if we went into the campaign alone. There is a mutual advantage, and because the advantage is mutual we have been able to get the enthusiastic co-operation of many of the central stations."

The details of the campaign are

arranged by Mr. Brown, while two or more experienced men are sent to the community to take hold of the work. These men are picked from the retail sales organization of the company, not merely for selling ability, but because they are tactful and diplomatic, and can work into the organization of the central station without difficulty. Every assurance is given that when the campaign is over the manufacturers will retain the good will of the central station because of the character of the promotion work which their sales representatives have done. Only about 10 per cent of the men in the Frantz Premier organization are considered available for central station campaign work, for the reasons indicated.

Regardless of the fact that the central station usually pays

for the advertising, the copy is written and the sales plan determined by the company. This is because its experience in other campaigns has shown it the most effective method; and since it assumes full responsibility for the success of the campaign, it is necessary for it to have complete charge of the advertising, the latter being run, of course, over the name of the electric light company. Big space in the daily newspapers is



SENT TO YOU ON

10 DAYS FREE TRIAL!

THE WORLD FAMOUS

Frantz Premier

Electric Cleaner

You, that is exactly what we mean. We will send you one of these superb, BRAND NEW, easy going and easy cleaning Frantz Premier Electric Cleaners. (No cash down needed—on 10 days' free trial only.)

We are going to loan you this splendid cleaner for 10 whole days. Remember, this free loan won't cost a penny. We will pay the delivery charges. We have every reason to believe that the cleaner every day for 10 days will make the difference between a "bad" and a "good" day. We want you to see the personal love in your home, and we will send you a Frantz Premier Electric Cleaner to see for yourself.

Remember, this is the great Frantz Premier Electric Cleaner which is sold over the entire United States, and which has been used for many years by the thousands of people who have used it. It is the only cleaner that will clean every part of your home, and it will clean it so thoroughly that you will never need to use any other cleaner again. It is the only cleaner that will clean every part of your home, and it will clean it so thoroughly that you will never need to use any other cleaner again.

THIS GREAT OFFER

Good Only Until March 31st

Don't delay! This great free trial and easy payment offer expires shortly at 4:00 P. M. Saturday, March 31st. Don't miss this offer. Only a limited number of these new cleaners will be placed in Sioux City on this special price. When they sell the big sale on the day.

Simply send us the coupon below or telephone us and we will send you the full details of the complete free loan offer. You can have a Frantz Premier on Free Trial this very day if you wish.

No money is advanced to this free loan proposition, nor will you be charged. We want you to see the Frantz Premier Cleaner for 10 days just as though it were your own. Clean your carpets and your rug with it. Use it on your furniture, your curtains and your walls. This is it all the trouble and expense, subject to it every day you can think of.

Just then if you are not sure these things will do it, we will send a boy to get the cleaner and the free trial will cost you a penny. But, if you decide you simply mean to get along without the cleaner, then you may keep it.

And Pay Down as Your First Payment

ONLY \$2.50 if You Decide to Buy

After the 10 Days' Free Trial

Then You Can Pay the Balance in Small Easy Monthly Payments

30 Days Between Each Payment

And remember you are making nothing more. We do not charge you a single penny more for this loan offer and you are getting the very latest, guaranteed Frantz Premier Electric Cleaner. A brand new machine, with all the new and latest improvements. You get the cleaner direct from the Frantz City & Electric Company, and, best of all, in the exact kind of quality pattern.

Mail This Coupon or

Phone Automatic 4586 or Bell 406

This great offer expires promptly at 4:00 P. M. Saturday, March 31st next. Fill out this coupon and mail it to us at Sioux City, or telephone us, or send your order and address, or a letter to us in person. The cleaner will be sent you and you will have the full details of this great free trial offer and payment plan. We will send you a boy to get a cleaner on delivery. Fill this out very day. If you wish, return location or stock coupon to us.

Don't miss this big sale on the day. Don't miss this offer of a cleaner. Send the coupon, write at once or telephone the shipping room, Frantz City & Electric Co.

SIoux CITY GAS and ELECTRIC COMPANY

Mail Coupon or Telephone Automatic 4586 or Bell 406

Free Offer Coupon

Sioux City Gas and Electric Company
Sioux City, Iowa

Enclosed find me a Frantz Premier Electric Cleaner on my 10 days' free trial offer. I will pay the balance in small easy monthly payments of \$2.50 each, 30 days between each payment. I will send you a boy to get a cleaner on delivery. Fill this out very day. If you wish, return location or stock coupon to us.

Name _____
Address _____
City _____ State _____

CENTRAL STATIONS EVEN GO SO FAR AS TO ADVERTISE THE TRIAL OFFER IN THE NEWSPAPERS

lighting company has in its own community.

"Sometimes central-station men wonder why we are willing to go to all the trouble involved in putting on the campaign," he said, "when the lighting company has everything to gain and nothing to lose, since it makes a profit on the sales without tying up its capital in stock or supplying the men to handle the business.

"We are frank to explain that

A New Feature of the American Newspaper Annual and Directory

The Annual and Directory originated in the need of our own organization, when placing advertising, for information as to where the publications of the country are, what they are like and what is happening to them. The book stands in type the year around and is revised from day to day as the numerous changes in the newspaper world are discovered and verified. Some idea of the magnitude of this work may be obtained from the statement that perhaps 15,000 changes of one kind and another have already been made for the volume that is to appear on January 1, 1918.

It has long been our custom to advise our own people of the most important of these changes as they reach the editor of the book. It has now occurred to us that it might be well to share this knowledge with its patrons. We have accordingly issued a list of material changes in the publications of the country for the first half of 1917. These include only such as tend to interest advertisers and publishers; that is, changes of name, issue, consolidations, suspensions and removals. With this we have included a list of all new papers received up to the 10th of May and found worthy of insertion in the next issue of the Annual.

This pamphlet, entitled "Mid-Year Supplement," will be sent without charge to those who have purchased the 1917 Annual and Directory, as far as we have their address, and it will also be furnished to any who may buy this volume. We shall be interested to learn how patrons of the book regard this attempt to extend and improve the service which it seeks to render them.

N. W. AYER & SON

Publishers of the
American Newspaper Annual and Directory.

Philadelphia, June 30, 1917.

1847—Seventy Year Plate—1917

1847 ROGERS BROS.

SILVERWARE



*Heraldic
Pattern*



BREAKFAST tables for seventy years have been set with this well-known brand of silver plate. In direct proportion to these many years of service, 1847 ROGERS BROS. Silverware has increased in reputation—a tribute to the power of advertising back of a quality-product. Your wife should know that it pays to buy silver plate with this heritage of proven quality.

Teaspoons, \$5.00 a dozen; other pieces in proportion. Many patterns may be had in both flat ware and hollow ware.

Sold by leading dealers

**INTERNATIONAL SILVER CO.
MERIDEN, CONN.**

*The World's Largest Manufacturers of
Sterling Silver and Plate*

used, and "action" copy is featured. Free trials, instalment payments, and other special offers are given prominence in the copy, which has proved uniformly effective.

EFFECTIVE USE OF TELEPHONE

Forty-five days is the length of the typical central-station campaign. The men who are handling the work do not confine themselves to soliciting prospects developed by the advertising, but work every possible channel to business. One of the most effective is making appointments by telephone, and here it is that the name and prestige of the local company proves of greatest advantage.

The salesman calls a customer, lists being furnished for this purpose by the lighting company.

"This is the City Lighting Company," he says. "You are getting our service, I believe?"

"Yes," is the reply.

"Are you using any electrical appliances?" the salesman continues.

"Yes, we have a toaster, percolator, and so forth," the customer may reply.

"How about a vacuum cleaner?" is the next question.

"No, we have none."

"Oh, you should have a vacuum cleaner; it's one of the most useful of all electrical appliances. Let us send one of our men out to give you a demonstration; there is no obligation involved."

And the customer usually consents, makes an appointment, and the demonstration follows. The advantage of this method over that of obtaining interviews by "bell-ringing" methods is obvious, though this is not the only plan used. "Leads from leads," is another prolific source of material, the salesman obtaining from the prospects called on the names and addresses of friends who may be interested. Often the customer uses the telephone in making an appointment for the salesman. In order to "clean up" in a given neighborhood, the solicitor may make an old-fashioned house-to-house canvass, so as to overlook

no opportunities for business.

It often happens that the electric light company, seeing the way business can be secured when it is properly solicited, arranges with the Frantz Premier men for the training of their own salesmen, who take up the work where it is left off at the end of the campaign. The results are thus not confined simply to the sales made during the campaign proper, but the whole situation is improved and increased business in that community continues for a long time to come.

Local conditions in the electric light field vary considerably, and of course these are taken into account in planning a campaign. In some cities the central stations have their own electrical stores and make a big drive for appliance business. In others the policy of the company is to develop this trade for the dealer, and to assist him by having show-rooms for the display of appliances, and by advertising which refers prospects to dealers. H. M. Byllesby & Co., for example, use this plan in connection with their properties. The general attitude of the central station is to encourage the dealer, but where the merchant is not aggressive enough to get the business, then the lighting company undertakes to secure it.

But while the primary object of the lighting company is to develop revenues in the form of current consumption due to the installation of appliances, one of the best results of the Frantz Premier campaigns is that the central station learns that a merchandising profit can be made in handling appliances.

Another interesting feature of these campaigns is the effect which they have on the electrical merchandising situation generally. It has been found that the aggressive advertising and sales work done during the forty-five-day period results in other vacuum cleaners being sold in greater number, in other appliances being moved at an increased rate, and in a general stimulation of the whole business.

New York Suffragists Use Advertising

Strong Campaign Under Way in Attempt to Win Vote Next November—Large Posters Now Being Used, to Be Followed Later by Use of Some Other Mediums

ADVOCATES of woman suffrage in the State of New York are conducting their campaign this year in a vigorous and business-like fashion, with paid advertising as one of the heavy guns in the battery with which they hope to batter down the forces of the foe. The New York State Woman's Suffrage Party is the

ens, toward the close of the campaign, other forms of advertising will be used.

Although the poster reproduced herewith has been on the boards only a week or two, it is already a little out of date, as the action of the British House of Commons in passing the suffrage bill is certainly more than a "pledge." The approval of the House of Lords is all that is now needed. The new posters will, of course, capitalize the altered state of affairs.

The New York Woman's Suffrage Party, by the way, has no official connection of any sort with the National Women's Party, which has been carrying on the much-criticized picketing campaign at the White House in



POSTER NOW APPEARING

name of the organization which is bearing the brunt of the fight, with a local organization in New York City and a national body to supplement its efforts.

The reproduced poster is only one of a series of advertising efforts which the suffragists in New York State are using to drive home their arguments before the question comes to the polls on the sixth of next November. This one is reproduced as a twenty-four-sheet, and is being used throughout the State of New York as an outdoor display. A previous painted sign with the slogan, "The Woman's Hour Has Struck," was used in the same manner. A new poster by Neysa McMein, well-known magazine artist, will go up shortly. As the fight thick-

Washington. The two organizations not only differ in personnel, but in tactics and strategy, the former believing, as we have said, in the persuasive efficacy of paid advertising.

The Anti-suffrage party will also use paid advertising this year. Their campaign, which has not yet started, will employ several mediums. In the last campaign, the antis used subway billboard space, newspaper half-pages, and outdoor poster display. This year's work will be quite as extensive.

Patton-Wierengo, Inc., Detroit, Mich., announce that Edward W. Haislip will represent their service department in Ohio and Michigan. Mr. Haislip has represented the *American Boy* in that territory for the past year and a half.

HAND PICKED

CIRCULATION



THE circulation of Everybody's is being reduced to the point where it becomes a profitable circulation. All magazine buyers who require extraordinary inducements to make them subscribe are being eliminated. With the completion of this process there will be left a hand picked circulation something in excess of 300,000 subscribers and newsstand buyers who are attracted to the magazine because it stands for the same things that they stand for and who can be reached by the magazine and its advertisers at a profit. We have every reason to expect that this circulation will normally increase, but we shall use no methods to stimulate it which are not backed by the soundest business judgment. Our advertisers, therefore, may feel sure that they are reaching a 100% buying public.

Everybody's MAGAZINE, beginning with the November number, will go to a new size carrying a type page 7 x 10 1/4 inches. This new size represents the ideal of today for displaying advertisements to the best advantage both for the service of the advertiser and for the convenience of the reader.

Everybody's MAGAZINE

N. B.—The message of Cardinal Mercier in the April number of *Everybody's* was considered of such importance as a State document that the Minister of State for Belgium, Monsieur Louis de Sadeleer, requested and received 30,000 additional reprints. This is our idea of hand picked circulation.

10,000 SALESMEN

REPRESENTING 40 DIFFERENT LINES OF AMERICA'S FOREMOST MANUFACTURERS, ARE TODAY USING



THE CORTE-SCOPE

A SIMPLE BUT UNIQUE METHOD OF
GAINING INTERVIEWS
PROVING ARGUMENTS
SELLING MORE GOODS

The Corte-Scope will show your goods as they ought to be shown—whether you manufacture tooth-paste or trip hammers,—tires or typewriters,—whether you wish to show details of construction,—methods of manufacture or the entire line of your finished product. Let us demonstrate what the Corte-Scope will do for your sales-organization—a post card is sufficient.

THE CORTE-SCOPE CO.
1752 EAST 17TH STREET
CLEVELAND, O.

Haase Leaves St. Joseph Service Bureau

Frederick Haase, formerly plan director of the St. Joseph Service Bureau for Retailers, and editor of the Bureau's monthly publication, is now connected with the Woodward & Tiernan Printing Company, St. Louis, where he will establish a merchandising service bureau for the use of manufacturers and wholesalers.

Prior to going with the St. Joseph Bureau, Mr. Haase was secretary and general manager of Simpson, Showalter & Barker, Inc., advertising agents of Pittsburgh. He was also connected with the H. W. Gossard Company in the capacity of advertising and sales manager.

Craig to Do Vigilance Work

J. H. Craig, who for the past three years conducted the advertising of the Central Shoe Company, Kansas City, Mo., has resigned to take charge of the Advertisers Protective Bureau, carried on under the direction of the Kansas City Advertising Club and the National Vigilance Committee.

Mr. Craig is succeeded at the Central Shoe Company by Allen M. Rogers, who was formerly with the Brown Shoe Company of St. Louis, and more recently with the Warner Fence Company of Ottawa, Kansas.

Another Co-operative Campaign—Compressed Air, This Time

The Compressed Air Society, with executive headquarters in New York City, is advertising in the technical press the many uses of the product for which it is sponsor. A recent two-page advertisement featured a torpedo about to strike a dreadnaught and says: "The most destructive weapon in modern marine warfare is the torpedo. It depends upon compressed air as its motive power. And compressed air in turn is used in the building of the torpedo itself and the great ships it destroys."

Joins Haire Publishing Co.

William Karpen has been appointed business manager of the *Premium World*, published by the Haire Publishing Company, New York, also advertising and business manager of *Notions and Novelties*. He has been assistant advertising manager of the Lockwood Trade Journal Company and was previously with the *Dry Goods Economist*.

In New York "American's" Financial Department

On July 15 A. J. Moleschini will become associated with the financial advertising department of the New York *American*. He has been with the *Tribune*, of New York, and was previously with the *Sun*, of the same city.

--advertisement composition

TO be original in copy is the one part of an advertisement. Getting selling power into type and engravings without the loss of dignity to the advertiser is a big job.

Gilbert P. Farrar, author of "The Typography of Advertisements that Pay" has charge of our Service Department. Mr. Farrar is considered an expert on this subject and we believe that you'll find that he can help you get real sales producing advertisement display.

Ask us on your letterhead to send our free book of type faces.

ARROW PRESS INC.

"Salesmanship in Print"

Advertisement Composition
Direct Advertising Literature
Booklets Catalogs
House Organs

318 West 39th Street
NEW YORK CITY

Tels. Greeley, 329, 330, 321

The Billboard

a class weekly highly specialized in the interest of actors, actresses, performers, theatrical managers and showmen, WANTS THE AGENCIES TO KNOW that it will produce more inquiries at 25 cents a line on

Hotel Business

than many mediums whose rate is from \$4.00 up.

The Billboard Pub. Co.

Member A. B. C.

New York
Broadway & 42nd
Phone, 8470 Bryant

Chicago
Monroe & Dearborn
Phone, Central 8480

MATS

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"Handling Advertisement Copy for Newspapers."

If you advertise in newspapers, this booklet should be worth real money to you.

Ask me to send it.

I won't call unless you make a request for me to call.

Just send for the booklet now.

J. T.

BUNTIN

INC.

209-219 W. 38th Street, New York

Making Sales Convention Yield Profits for Year After

(Continued from page 8)

serve. It seems homelike to them. In this particular case the women appear to enjoy the affair just as much as the men.

In connection with this particular convention, I have noticed one peculiar thing. These men come from all over the United States. They travel, for the most part, in small towns, and, as traveling men, they put up with many inconveniences. The firm has always put them up at a high-class hotel, located in an adjoining city. The firm probably pays at least \$5 per day for the board and room of the men at this hotel. Yet I have heard these men complain of the hotel and its accommodations. I have heard them say they wished the church would furnish all the meals. Although the firm was giving them the best in hotel accommodations, these men who travel small towns were complaining about the hotel. Do not make the mistake of placing your men in the wrong hotel environment. Traveling men like certain kinds of hotels. Do not expect a group of traveling men to be comfortable in a dining room, at dinner, where half of the men and women present are in evening dress.

There should be a complete, impressive exhibit of the company's products. This should be looked after by another member of your convention committee. Often these products are shown inside a convention hall. There should be at least a complete line of samples at hand for quick reference by the speakers in the convention. Look upon your visiting salesmen as if they were visiting customers. Make your goods present the best possible appearance. The advertising manager ought to display, within the convention hall, everything in the way of advertising which he has to offer. Advertising signs should be hung on the walls; proofs of advertise-

Clients Whom We Serve



Dr. Scholl's Foot-Easor
Removes foot pressure, relieves arch, corrects toes, and relieves pain. Price \$1.25 per pair.



Dr. Scholl's Heel Pad
Removes heel pressure, relieves heel, corrects toes, and relieves pain. Price \$1.25 per pair.



Dr. Scholl's Toe Pad
Removes toe pressure, relieves toe, corrects toes, and relieves pain. Price \$1.25 per pair.



Dr. Scholl's Arch Pad
Removes arch pressure, relieves arch, corrects toes, and relieves pain. Price \$1.25 per pair.



Dr. Scholl's Ball Pad
Removes ball pressure, relieves ball, corrects toes, and relieves pain. Price \$1.25 per pair.



Dr. Scholl's Toe Pad
Removes toe pressure, relieves toe, corrects toes, and relieves pain. Price \$1.25 per pair.



Dr. Scholl's Heel Pad
Removes heel pressure, relieves heel, corrects toes, and relieves pain. Price \$1.25 per pair.



Dr. Scholl's Arch Pad
Removes arch pressure, relieves arch, corrects toes, and relieves pain. Price \$1.25 per pair.



Dr. Scholl's Ball Pad
Removes ball pressure, relieves ball, corrects toes, and relieves pain. Price \$1.25 per pair.



Dr. Scholl's Toe Pad
Removes toe pressure, relieves toe, corrects toes, and relieves pain. Price \$1.25 per pair.



Dr. Scholl's Heel Pad
Removes heel pressure, relieves heel, corrects toes, and relieves pain. Price \$1.25 per pair.



Dr. Scholl's Arch Pad
Removes arch pressure, relieves arch, corrects toes, and relieves pain. Price \$1.25 per pair.

Dr. Scholl's Foot Comfort Week

June 18th to 23rd

OVER 17,000 shoe dealers throughout the United States and Canada are proclaiming this "Foot Comfort Week." These dealers have special window displays and give demonstrations all week on how you can get relief and foot comfort by Dr. Scholl's Method.

IN every city, town and village you can find a dealer who has been trained by a Scholl Foot Expert in the science of Podiatry, to render intelligent service in selecting and fitting the proper Dr. Scholl Appliance or Remedy to overcome YOUR foot trouble.

There is a
Dr. Scholl
Appliance or Remedy for Every Foot Trouble

IMAGINE the relief and comfort of going day after day, week after week, without a single ache, cramp or pain from your tired, tender, overworked, troubled feet. And if you suffer from a broken arch, or flat foot with its rheumatic pains, consider the relief afforded by wearing Dr. Scholl's scientifically made and individually fitted Foot-Easor—"It eases the feet." Just think of going through your day's work as play, wearing the stylish, tread-dressing shoe you like with perfect foot comfort. Your shoe dealer will fit you with Dr. Scholl's Foot-Easor or device needed in your case on 10 days free trial.

What is Your Foot Trouble?

READ the descriptions under the illustrations of the Scholl Appliances and Remedies on this page. Dealers who feature these Foot Comforts and Appliances have Dr. Scholl's Arch Fitting Machine and use the method of scientifically adjusting and fitting them to your feet, thus insuring immediate comfort and permanent satisfaction. If he does not have the Scholl Appliance or Remedy you need, write Dr. Scholl for FREE advice, describing your foot trouble.

Write for Free Booklet

"The Feet and Their Care," by Dr. Wm. M. Scholl, Orthopedic Specialist—a very interesting booklet containing hints on foot care, the child's foot, bunions, tender feet, weak arch, flat foot, Morton's Toe, calluses, soft corns, "Dress" on shoes and stockings, etc.

THE SCHOLL MFG. CO.
Largest Makers of Foot Appliances in the World
 211 West Schiller Street, Chicago, Ill.

Toronto New York London, Eng.

"Watch Your Feet"

A Merchandising Idea Of Far-Reaching Significance

SHERMAN & BRYAN
Incorporated
ADVERTISING AGENTS

79 Fifth Avenue
New York



Avoid Office "Slip-Ups"

Have your office, inter-office and branch forms printed upon papers of different color.

If every one of your printed forms can be recognized at sight by every person in your employ, misfiled letters and lost memoranda will be reduced to a minimum.

Our free portfolio, "The Signal System," will show you exactly how you can standardize your office, inter-office, and branch forms, and will show you the economy and practicability of having all such printing done upon

Look for this watermark—it is our word of honor to the public

HAMMERMILL BOND

"The Utility Business Paper"

This paper is made in 12 colors and white, in 3 finishes—which produces a smooth, a ripple and a linen surface—and in all standard weights. Write today for "The Signal System."

HAMMERMILL PAPER COMPANY
Erie, Pennsylvania

ments should be displayed, etc. The advertising manager should spend enough time and money to make his advertising exhibit most impressive.

FACTORY TRIP WILL BENEFIT NEW MEN

A very important feature — sometimes overlooked — is the matter of taking the salesmen through the factory. This should be done by the manufacturing side of the firm, and not by the sales department. I have been conducted through factories by well-meaning, but ignorant members of the sales department, who were quite unable to explain the manufacturing. One company, which has a number of superintendents, arranges the men in squads of six to eight and sends them through the plant in charge of one of the superintendents. It is not necessary, in the case of the older men, always to give them such a thorough trip through the factory, as it is in the case of the newer men. Certainly, however, every man selling goods for the company ought to have an opportunity to have an intelligent view of the factory methods. A good way to do this is to assign the first morning of the convention for a trip through the factory.

Sales managers holding conventions are sometimes apt to overlook the fact that newer men are not so familiar with all details as the older men. It is unnecessary, perhaps, to subject the older men to long sessions in which more elementary points are explained. On the other hand, a convention at which I recently attended (this being the fifth annual convention that firm had held) was, in my opinion, 50 per cent a failure because half of the salesmen present were new and they were not shown things, or told things, that were told to the other men several years before. This could have been offset by having special sessions for new men.

At one convention it is the practice of the firm to give the credit man a chance to explain the methods of his department. This

credit man tells the men how he wishes orders to be sent in and what information he wants, from a credit standpoint. At each convention this firm holds he is given all the time he needs to place his story clearly before the salesmen.

This same firm permits those who have to do with the shipping, to talk to the men about how they want the orders worded and sent in. This may sound like an elementary matter; but, with many firms, products and methods are constantly changing and it does no harm to have these things placed before the salesmen. It is also a good thing for the salesmen to have a chance to see and hear from other departments except the sales department.

So, in the same way, those who have to do with the manufacturing, have from one to two days' time at the conferences of this firm, to talk about manufacturing problems. These sessions are among the most interesting. A salesman will arise and tell about a complaint that he has had from a customer. Judging from his talk, one would gather that the goods had been absolutely bad. I have heard two or three salesmen talk along this line in such a way that the listeners would gather that the firm made nothing that was good. After the salesman has stated his trouble, then the superintendent, or one of his assistants, is given an opportunity to tell his side of the story and to tell what will be done to correct the trouble. Often there is a lot of truth in the story that the salesman gives. The salesmen are not made fun of or discouraged in making these complaints. Respectful attention is given them. On the other hand this particular firm has learned, after holding a number of conferences, that it does not pay to bring salesmen together simply for the purpose of permitting them to heckle the manufacturing department. Accordingly, such criticisms are now limited and are not permitted to go beyond a certain point.

The presentation of the advertising policy and programme of a firm is a most important func-

tion for a salesmen's convention. There should be no chance open for this to fall down. If this advertising programme is not properly presented it will fall down. The man who knows the most about the advertising policy and programme—the man who has had the most to do with the conception of it—ought to be the man who should be made to sell it to the salesmen. By all means have your advertising agent, as well as your advertising manager, take an active share in this part of the programme. There should be sufficient time allowed to sell the advertising to the assembled salesmen. It is not sufficient to tell a group of salesmen that a certain sum of money is to be spent on advertising. In fact I am opposed to stating what amount of money is to be spent on the advertising. Rather, the person who is to present the advertising should show what is to be done, and how much of it is to be done; but he should not state it in terms of money. A presentation of the advertising policy can be very much strengthened by the use of properly-drawn graphic charts. A blackboard is also very useful for this part of the programme.

I have attended conventions where the presiding officer considered the best thing to do, under advertising, was to call on the salesmen for their viewpoint as to how the advertising should be done. I have never seen anything really worth while secured by this method. It is much better to have the advertising policy and programme definitely decided upon, to have the advertising practically all built, and then to lay it before the salesmen. There is no harm in asking the salesmen to criticize or to ask questions. There is little gained, however, by going before a body of salesmen with a statement that the firm proposes to advertise, and asking them what they have to offer as suggestions. If this method is followed, about the same sort of suggestions will be secured in every case.

There is always at least one salesman who will get on his feet

and suggest that if the firm will give the salesmen a little lower price, instead of putting it into advertising, that they will be able to sell a lot more goods. Then there is another salesman who always rises on such occasions and states that the real man who determines the sale is the clerk; and he will tell the firm that if they will arrange so that he can present the clerks with pocket-knives, fountain pens or something even more valuable, that he knows they will not have to worry about the goods being sold by the clerk. Another salesman always arises and states that he has watched the merchants for a great many years, and he knows that they do not read the advertising which is sent by mail or which appears in newspapers or magazines. On the other hand, it is a very good thing, previous to the convention, to ask the salesmen to participate in the formation of the advertising. If this is done the best way to do it is to write, several months in advance, for constructive suggestions, stating that these will be very carefully considered when the advertising plan is laid out.

A HELPFUL HOME-OFFICE STAFF

A very important matter in connection with the preparation of a convention is what might be called the Hospitality Committee. The need for any such thing may appear, to many, to be superficial. I consider one of the greatest assets in the holding of salesmen, which a certain large corporation has, is the attitude of its home office employees toward visiting salesmen. Previous to the coming together of the convention, a bulletin should be sent to every home office employee, or, perhaps better, a meeting should be held. At that meeting these people should be given the proper viewpoint as to the visiting salesmen. They should be told to look upon them as the guests of the house. Everybody, from the president down to the last office boy employed, ought to be made to realize that he had an opportunity to do something for the company, by showing his hospitality towards the

Fair List Prices
Fair Treatment

Cords that are Cords



GOODRICH

SILVERTOWN

CORD TIRES

BEHOLD the cord that has made cord tires mean durability, easy-riding comfort, mileage, and gasoline saving economy to knowing automobile owners. Behold CABLE CORD, the unique cord made especially for the patent-protected two-ply Silvertown Cord Tires, and found ONLY in them.

Note the **SIZE** of CABLE CORD, its **SUPPLE STRENGTH**, and the **TWO** layers of it **CROSS WRAPPED** into a sinewy tire body.

Wrought of many threads the size of the "cords" of WEB TIRES, strong enough to swing the weight of a man, CABLE CORD gives Silvertowns a flexible strength which, yielding to the blows of a rough road, comes back without jolt or jar.

Fused with rubber as a cobbler's waxed end is waxed—a perfect weld of cord and rubber 40 PER CENT. RUBBER—CABLE CORD keeps Silvertown Tires immune to tire fever (internal friction), the destroyer of many-ply tires.

Therefore, Silvertown Cord Tires, the only two-ply, cable-cord tires, outlast many-ply tires with their multiplied tire fever.

Know them by their Red-Double-Diamond trade mark and graceful extra size, the tires you can not afford to deny yourself.

THE B. F. GOODRICH CO., Akron, Ohio

Goodrich also makes the famous fabric
tires—Black Safety Treads

Where You See This Sign
Goodrich Tires are Standard



Ask Your Dealer for Them

"Silvertowns make all cars high-grade"

Capital

Are You Planning Ahead—

Q Through the next several months, plans must be made for the financing needed September-October. Capital cannot be obtained in a hurry. A business must be carefully analyzed and its right to ask the confidence of investors determined. Corporate forms very frequently must be changed to fix fairly the relations of the new capital to that already in use.

Q Very often the study of a business brings suggestions to increase its efficiency and its profits.

Q None of these things can be done face to face with a pressing need for new money. If it is in your mind that within a few months you will want to seek additional capital for your business, consult me now, and permit me the time necessary to thoroughly digest your problem.

Q More than \$25,000,000 of cash capital has been secured by various corporations, based upon corporate plans and statements prepared by me. The largest single sum \$2,640,000 within thirty days after a year's study preliminary to the preparation of the presentation.

A. D. Meloy, 55 Liberty St., New York

PATTON-WIERENGO, INC.

offer

*A practical advertising counsel
—based on sound manufactur-
ing and business principles.*

We can convince you.



DETROIT

visiting salesmen. This can be made a tremendously valuable feature of the convention. From the time that a visiting salesman steps his foot into the factory, until he leaves, he should be made to realize, by every person with whom he comes in contact, that he is there not even as an employee, but as a guest. If he wants to send a letter, a telegram, or to use the telephone, the very expression of the wish should be sufficient cause for everybody doing all they can to facilitate the carrying out of it. Put this matter properly up to your employees, and you will be surprised at the evidence of their desire to cooperate. You will see the office boys with cleaner collars, with their hair better brushed; you will see the girls come to business with their best clothes. There will be a general tuning-up of the whole organization, which will certainly help contribute to the influence and good which the salesmen derive from the convention.

There are some objections to sales conventions. Years ago, when I was holding conventions of salesmen working under my management, I almost came to the conclusion that I would drop them, because of one thing. I found that when I brought the salesmen together they were apt to swap their hard-luck stories outside. The men who worked for me were on salary. Once, just before holding a convention, I had given a salesman a raise in salary, because he deserved it. During the convention he spent a good deal of his time with the salesman from another part of the country, whose salary had not been raised. As might have been expected, twenty-four hours after the convention adjourned I received a strong appeal from the latter salesman, asking for a raise in his salary. I found that salesmen, working on salaries, did talk over the salary question a good deal when they were brought together from various parts of the country. I also found that they did talk over their troubles on account of the quality of the

WHY

Dry Goods

The *only* exclusive Dry Goods Paper, hence the only one circulating exclusively to Dry Goods Proprietors and Buyers—

Trade paper circulation is as positive as the sun.

DRY GOODS specializes in two things—Fabrics and Fabric Circulation.

Dry Goods Publishing Co.

116-120 West 32nd Street, New York

\$1,315,250.00

IN DIVIDENDS

was paid to depositors and stockholders by 34 Dayton and Springfield financial institutions on July 1.

Readers of News League Papers Have Money to Spend

The people who have sufficient savings to produce this amount in dividends are those who live well and appreciate the better things—and they will buy them when convinced they will add to their comfort and enjoyment.

47,000 guaranteed net paid circulation at 7 cents per line. Combination Sunday rate, 5½ cents per line. All circulation guarantees proven by A. B. C. audits.

News League of Ohio
DAYTON, OHIO

N. Y.—I. A. Klein, Metropolitan Tower.
Chicago—John Glass, Peoples Gas Bldg.

F-I-R-E-D!

The Advertising and Publicity Director of a Twenty Million Dollar Concern

A humiliating experience?

On the face of it, yes—but this man somehow refuses to be dismayed.

Not that he is an aggressive, overly sufficient type. Rather, the reverse.

But the circumstances surrounding his withdrawal from a post which he had held for several years have served to implant the conviction of his own usefulness to a high-gear organization, stronger than ever.

His last job was the completion of a campaign, originated and directed by himself, which resulted in a

45%

Increase in Distribution and a

61%

Increase in Profits

He has done things of this sort before—not once, but many times—in the commercial field, the agency field, the publication field.

He knows all three of these spheres intimately—has scored successes in each. In whichever avenue of advertising endeavor you are interested, you will find it profitable to talk with him.

He is a student—a thinker—a worker. He knows advertising—sales promotion.

He is ready to step into a big job and swing it.

What do you say?

"D. B.," Box 318, care Printers' Ink

Free Booklet

The following interesting booklets, written by the Editor of our monthly magazine, "KNOWLEDGE," possess elements of value to all engaged in advertising because they give many new principles that, observed, will eliminate costly mistakes.

Any one of the series will be mailed free if requested upon your business letter head. Enclose ten cents, stamps or silver, for every additional title desired; or we will send the entire series in a neat little library case, Parcel Post, paid, upon receipt of \$1 bill enclosed in letter at our risk.

For good measure, we will include with the \$1 offer, ten folder side-lights by the greatest men the world ever produced, and for extra good measure, we will also include a six months' complimentary subscription to "KNOWLEDGE": Note the titles of the booklets:

- 1—"Catching Horses, Men and Orders"
- 2—"Utilizing the Public Purse"
- 3—"Short Cuts to Business Success"
- 4—"Salesmanship in Print"
- 5—"The Punch in Advertising"
- 6—"The Cumulative Force of the Follow-Up"
- 7—"An Advertising Fallacy"
- 8—"Versatility in Advertising"
- 9—"On the Question of Brevity"
- 10—"A Talk on Business Problems"
- 11—"Reversion to Type"

Money back if not perfectly satisfied.

THE DANDO COMPANY
10 South Third Street
Philadelphia, Pa.

product. Nevertheless, I believe that nothing in my own career, as a sales manager, helped me to secure results more than meetings and conventions of salesmen. The nearest thing that came to securing equal results were bulletins mailed to salesmen.

Everything at headquarters should be made ready for the convention. Nothing of a local or routine nature should be allowed to interfere with its progress. If the work of the convention is properly assigned to various committees, there will not be the tendency to drag, which, after all, as I see it, is one of the greatest defects in the various conventions I have attended.

SHORTER CONVENTION

There is a tendency to cut down the length of time during which a convention is held. Six years ago I attended the convention of a large firm, which lasted from Monday until Friday night. Gradually this time has been shortened, and last year the same body of men met and cleaned up all of the business necessary in two days. It costs money to hold a convention. It costs a great deal more money to hold a six-day convention than it does to hold a two-day convention. On the other hand, it would be a great mistake to bring men from all parts of the country and to send them home in two days if, with profit, a third day could be used. I have seen many one-day conventions which, in my opinion, were not successful, which would have been successful had an extra day or two been allowed.

On the other hand, with a carefully laid out programme, and with the various duties delegated to different men, or committees, a convention can be held in fairly short time and it will not drag along unnecessarily. Moreover, each session will be conducted in a business-like manner and business will be attended to with despatch.

A sales convention conducted along these lines must certainly be of value to any firm employing salesmen.

AMERICAN EXPORTER

**Carries today a larger
advertising revenue
than ever before in
its 40 years' history.**

Even greater than prior to the United States entering the war. Its JULY NUMBER contains 13% larger revenues than the previous biggest issue ever published of the AMERICAN EXPORTER, and 30% ahead of a year ago. The net paid advertising measures

July English Edition, 191 Pages

July Portuguese Edition, 179 Pages

July Spanish Edition, 214 Pages

The tremendous buying abroad of American manufactured products and the confidence of foreign merchants in the columns of the AMERICAN EXPORTER have brought about remarkable returns to the advertisers. One (name on application) reports that for every hundred dollars spent last year in the AMERICAN EXPORTER, enough sales were directly traced to the advertising to yield a profit of \$3,500. He backs up his testimony by quadrupling his space this year.

**NOW IS THE TIME TO ADVER-
TISE YOUR GOODS IN THE**

AMERICAN EXPORTER
17 BATTERY PLACE - - NEW YORK

Changes in J. Walter Thompson Organization

Charles E. Raymond, vice-president of the J. Walter Thompson Company, with headquarters in Chicago, has gone to Washington to take up for this company there the work of advertising counsel in connection with the organization and operative work of the food administration.

J. W. Young and H. T. Stanton will go to Chicago to take charge of the company's work in the West.

C. T. Miller, now with the Chicago office, will hereafter be a member of the staff in the New York office.

Miss Augusta Nicoll, formerly with the Women's Copy Department in the New York office, and for the past year head of the Women's Copy Department in the Chicago office, will return to New York as head of the Women's Copy Department there. Miss Ruth Waldo will take up Miss Nicoll's work in Chicago.

Maxwell Building Truck Selling Organization

The Maxwell Motor Sales Corporation of Detroit is using eight page colored inserts in automobile trade papers to obtain dealers and distributors for the new Maxwell one-ton truck. The new truck chassis is made to sell at \$795.

Knox Gelatine Advertising Butter Economy

In a recent half-page newspaper advertisement the Charles B. Knox Gelatine Company, Inc., Johnstown, N. Y., explained how housewives can make two pounds of butter from one with the use of a teaspoonful of this company's product and a quart of milk.

"In these days of food economy," says the advertisement, "any really practical idea that enables you to reduce the expense of the table is extremely valuable. It has been discovered that you can actually make 'two pounds of good butter from one' by simply adding Knox Sparkling Gelatine and milk."

Rosenthal Sells Share in Agency

Arnold W. Rosenthal has sold out his half interest in the firm of Rauh & Rosenthal, Pittsburgh, and from now on will be associated in no way with that organization. His future plans are not yet completed but will be announced at an early date.

Concrete Mixer for Farmers

The Bergland Concrete Mixer Company, of Deerfield, Wis., is developing the farm field, and has designed a mixer which is especially adapted to farm work. Distribution is being obtained among farm implement dealers.

WOODWARDS INCORPORATED

Merchandising Counsel Advertising



R. L. WHITTON • President
900 South Michigan Avenue • Chicago

Financial Supremacy of New Orleans for the South

Advertising in The Times-Picayune Reaches Figures Never Known in the History of the City

THE value of exports through the port of New Orleans for the month of May, 1917, increased 58% and imports increased 47% over the corresponding month of 1916. The commerce of this port, for the first six months of 1917, forecast the biggest banking business ever recorded here. The returns for the entire half year have been most satisfactory, constantly increasing, and run far ahead of the previous year, and indeed of any other; but June breaks all records. During the first five months of 1917 there was an increase in bank clearances over the same time for the previous year of 47.3%. The June increase was much better—64%. This is the "Best Ever," and all the more striking when it is considered that it is midsummer. It is, of course, impossible to predict what will be the figures for the remaining half year, but, if the increase continues, as it is now doing, the total bank clearings for 1917 will be very close to \$2,000,000,000.00, or twice the average until recently.

Liberty Loan

Allotment for New Orleans.....	\$ 8,000,000.00
Amount Subscribed	11,500,000.00
Oversubscribed	3,500,000.00

Red Cross

Allotment for the New Orleans District....	\$500,000.00
Amount Subscribed	670,000.00
Oversubscribed	170,000.00

The financial supremacy of New Orleans for the South is well evidenced in every report, customhouse, bank clearances, etc.

The Times-Picayune

"Greatest Newspaper South"

The financial condition of New Orleans is further shown in the advertising report of The Times-Picayune for the first six months of the year 1917. There were increases in every class—local, foreign, auto and classified, but the local advertising shows the largest percentage of gain. Month by month local advertising increased in volume over the same period last year. Reports from retail merchants in New Orleans show the heaviest June business ever recorded here. The supremacy of The Times-Picayune as an advertising medium is clearly established. The total volume, for the first six months, amounted to 3,757,428 lines—784,107 lines more than its nearest competitor and 1,144,757 lines more than its next nearest—and this without advertisements of liquor, beer and alcoholic beverages in The Times-Picayune.

Foreign Advertisers Should Not Hesitate About Coming to New Orleans and Placing Their Copy in The Times-Picayune

Foreign Representatives: Cone, Lorenzen & Woodman.
New York, Chicago, Atlanta, Detroit, Kansas City, Des Moines.

(Member Audit Bureau of Circulations)

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. Telephone 1346-7-8-9 Murray Hill. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1720 Lytton Building, 14 E. Jackson Blvd., J. C. ASPLEY, Manager.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Detroit Office: 799 Free Press Bldg., KIRK TAYLOR, Manager. Telephone Cherry 3262.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 43.

London Office: 16 Regent Street, S.W., G. W. KETTLE, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents.

Advertising rates: Page, \$75; half page, \$37.50; quarter page, \$18.75; one inch, \$5.60. Classified 40 cents a line—net. Minimum order \$2.00.

JOHN IRVING ROMER, Editor

NEW YORK, JULY 12, 1917

Advertising Saving an Industry from Scrap-heap

Nothing better demonstrates the potency of advertising than the way it has frequently enabled manufacturers to change almost over night the whole character of their business. By means of it several companies, when forced for one reason or another to give up their old products, have been able to employ the same plants, equipment and organizations in successfully marketing something entirely different.

We find a vivid illustration of this in what a good many of the breweries are now doing. A couple of years ago a large brewing concern in Salem, Ore., found that Prohibition had suddenly snatched away its markets. There it was with a large investment in an apparently useless lot of plants, machinery, etc. What was it to do? If such a situation confronted the manufacturer of the

old school, only one thing would occur to him and that would be to throw up the sponge. "It took me many years to build up this business," he would say; "I suppose I could start producing something else, but I would have to go all over that same tedious, tortuous, expensive process of building up trade on the new line. Guess I'd better discharge my employees, scrap the plant and retire."

But not so the modern manufacturer, who has a vision of the business-building force of advertising. Those people out in Oregon, for instance, did not give up. They immediately saw that the logical thing for them to do would be to put up a temperance drink. This would enable them to utilize their property and, to a certain extent, their experience. "Loju" was brought out and advertising created an immediate market for it. This first venture proved so successful that now the company, as told in last week's PRINTERS' INK, has added another beverage to its line. Years of effort were not required to enable the company to switch into a new and profitable business. By means of advertising the feat was accomplished in a few weeks.

Much the same sort of economic reasoning prompted the Anheuser-Busch Company to market Bevo; the Pabst Brewing Company to bring out Pablo, and other breweries to produce their various brands of soft drinks. Most of these new beverages are effectively advertised, and a tremendous business is being built up for them. For instance, it is reported that Anheuser-Busch Company is shipping thirty carloads of Bevo a day.

These brewers are entering the temperance-drink business in a spirit of desperation and with a dogged determination to succeed. They will furnish most lively competition for the grape-juice packers, the cola and root beer manufacturers and the producers of other beverages, already in the field. No easy-going campaign methods will offset the vigorous

PRINTERS' INK

competition of the brewers who are fighting for their very existence. It is a time when even the well-established soft-drink maker cannot afford to rest on his oars. He must strike out into the midst of the selling fray or it is likely that his volume will drop off.

Of course, it is true that in the long run all this aggressive work that is being put behind the marketing of these beverages will create a vast number of new consumers of soft drinks. The profitable end of this business, however, will not go to the manufacturer who is backward in asking for it.

Getting Recruits by Printing Speeches

A recent Washington dispatch comments on the failure of "recruiting week" to fill the ranks of the regular army, and remarks: "In some quarters here it is felt that if high officials of the Government would make a point of addressing regiments in process of formation and visiting the camps where troops are being mobilized the newspapers would be glad to print their speeches, and this publicity would help to obtain men."

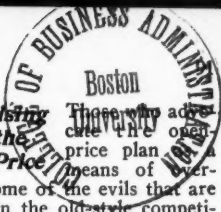
Without wishing to underestimate the power of our high officials to make edifying and stirring speeches, and assuming the willingness of the newspapers to donate space for said speeches, once spoken, it is still worth while to point out that the recruiting method suggested is one of very dubious efficiency. The sort of man who is wanted for the regular army is one with the "fighting temperament"; he is about the last person imaginable who is apt to read through a long and probably "highbrow" speech in a newspaper. Army life appeals naturally to the elemental, adventurous chap who needs to have his country's call put before him in bold, graphic and instantaneous fashion. For doing this, there is no other medium with one-half the efficacy of display advertising, whether it be in newspaper, on poster or elsewhere.

Advertising and the Open Price

Those who advocate the open-price plan as a means of overcoming some of the evils that are inherent in the old-style competition, will find much to encourage them in the experience of the Himmelberger-Harrison Lumber Company of Cape Girardeau, Mo. For thirty years this concern had been taking such timber from its lands as could be used for sawmill purposes. This, of course, left a vast quantity of timber that was suitable for other uses. In looking around for the best method of clearing its land, so as to make it ready for agricultural purposes, the company decided that the manufacture of slack barrel heading offered the most promising opportunity for the disposal of the timber that had been left.

When this company investigated the market for its new product, it found a chaotic condition existing. Competition was very keen and the trade had been educated to false practices. As in nearly all unadvertised industries, that have not yet risen to the trade-marking stage, an utter lack of standardization prevailed. Sellers were at the mercy of buyers. Handling a product of an unknown or variable standard, price was the sole talking point. The salesman was constantly bidding against the unknown price of a real or an imaginary competitor. Naturally the buyer held the whip, and used it to his advantage. The price he would finally get would be determined by his bluffing ability. Many of these buyers, because of the nature of the product which they pack, need a barrel heading of dependable quality. Under the old conditions, sometimes they would get it and sometimes they wouldn't. In the absence of known standards, there was no way they could tell in advance. They had to take a chance.

The Himmelberger-Harrison company took its cue from this situation. It devised new manufacturing processes and made a heading of a certain standard,



which it could always guarantee as being of a uniform quality. Furthermore, it put a trade-mark on its heading, which was surely an advanced step in this field. Then it started an advertising campaign to make known its trade-mark and what it stood for, to those interested in coöperation. This advertising has been consistently continued. These fundamentals attended to, this enterprising lumber company was now in a position to cope with the chaotic condition in its market. It could build up good will and trade on something besides price.

In dealing with the ruinous price situation it determined on a revolutionary course. The first of each month the company would send out to the consumer, to the jobber and to its competitors, a list of the minimum prices that it would charge during the ensuing month. The plan has worked splendidly. Naturally it pleased the jobbers because they would rather have price protection than be obliged to gamble on an uncertain market. It pleased the consumer because it developed that, after all, the most desirable buyers are more interested in known quality than in mere price. It pleased competitors, because their salesmen no longer had to bid against a secret price. If they wanted the business bad enough, they were at liberty to cut under the published list. But in this event, the cut would be slight, and not drastic as it often was in the old days when the bidding was done against blind competition. Thus was the demoralization of the market prevented.

On this basis have the Himmelferber-Harrison people built up for themselves an enviable position in the trade. C. L. Harrison, secretary of the company, said: "We are willing to let competition take what it wants on a price basis, but we believe that the publication of this guaranteed schedule has bettered the industry and has not conflicted with any state or federal act concerning competition."

After all, this movement toward

the adoption of the open price method, which recently has been making headway in several fields, is but a part of the larger movement toward greater economy in distribution, which advertising is so successfully promoting. Much of the evil that grew out of the old dog-eat-dog competition was due to secrecy. Prices, quality, sizes and practically all other standards varied widely. The buyer had to match his wits against the seller. The best haggler won. Advertising is changing all this. It is casting light into the dark corners of distribution and is removing the uncertainty from buying.

Want More Emphasis on Editorial Work

At an informal luncheon held at the Engineers' Club in New York, on July 6, some of the men prominent in the trade-paper field discussed various tentative plans and suggestions for the convention of the Associated Business Papers, Inc., to be held at Chicago, October 11 to 13. The opinion was unanimous that greater prominence than in the past should be given to the editorial side of trade-paper publishing, and it was suggested that one day of the convention be devoted to a presentation of this subject, with the general keynote "What the Trade-Press can do in this emergency for the nation and for the trades." It was also suggested that men prominent in the various trades represented by the different journals should be invited to attend the convention, and that trade-associations and similar organizations should be asked to send representatives. In this way, it was felt, the close relation between the business papers and the lines of business for which they stand, would be emphasized.

Ad-less Chicago Newspaper Suspends

The *Day-Book*, a Chicago ad-less newspaper, published daily since 1911, suspended publication last week. High cost of materials together with war contingencies made it impossible to continue. According to a farewell editorial the paper at one time was running at a loss of "not over \$500" monthly. Negley D. Cochran, former publisher, is also editor of the *Toledo News-Bee*.

Magazine Changes Hands

The Stuyvesant Company has sold its stock interests in *Golf Illustrated* to Max H. Behr Company, New York City. The July number is the first issue of this publication under its new management.

EVERY MONTH A GAIN—

During the first six months of 1917 the advertising space in The Kansas City Star showed a gain of 384,534 lines over the first six months of 1916.

A good record in itself—but more significant is the fact that each individual month contributed its individual share to the increase.

Six monthly increases in six months tell a story of prosperity that reflects in turn the prosperity of the great city in which The Kansas City Star circulates.

	1916 Agate Lines	1917 Agate Lines
January	1,243,369	1,254,637
February	1,258,975	1,318,487
March	1,374,906	1,495,691
April	1,443,339	1,619,688
May	1,455,455	1,462,333
June	1,421,233	1,430,975
Total	8,197,277	8,581,811

GAIN, 6 months, 384,534 Lines

The Kansas City Star

MORNING
215,000

EVENING
215,000

SUNDAY
215,000

You Know Our Work—Its Quality and Quantity

Detroit's dynamic reputation in the front rank of the world's cities has been built largely through the printed page.

Millions of dollars spent in magazines, farm-papers, and newspapers in world-wide publicity, during the last decade have acquainted you with the merit of Detroit products.

Fifty per cent of Detroit's national advertising for the last ten years has reached the world through the medium of Michigan Electrotypes, Stereotypes and Mats.

For ten years, five out of every ten Detroit advertisements in newspapers have been our work.

So you are already familiar with the quality of Michigan Electrotypes, Stereotypes and Mats.

A partial list of those we have served during the last year will illustrate what we are daily doing in the way of quantity, and service.

Studebaker Corporation
Paige-Detroit Motor Car Company
Saxon Motor Car Corporation
Hudson Motor Truck Company
Federal Motor Truck Company
Republic Rubber Company

Haven't these facts a message for you?

***We Operate Special Lead Mould
and Wax Engraving Departments***

Michigan Electrotypes & Stereotype Co.
Detroit, Michigan

National Advertiser Seeks Out Kind of "Helps" Dealers Will Use

Small-Town Eastern Merchant Would Welcome More Information About the Goods—An Interview by Frederick C. Kuhn

Merchant, H. J. Bigelow, "Advertised Goods," North Lawrence, N. Y. Business, general store. Population, 500. St. Lawrence County. Trading radius, about twelve miles.

AFTER a year with Swift & Co., Chicago, I came here, and for three years have been digging in.

The thing I need most is something to make me a better salesman—something to give me a more complete knowledge of merchandise. I don't want to buy and sell like the "wheelbarrow" salesman. I want to get down to business and make a real sale now and then. I must know what I am selling and talking about.

Had I spent years behind the counter I might not want so much information. But I know so little about the various lines I sell I am often at a loss what to tell my prospects. Of course, I could bluff it; but I don't, as I like to be able to tell a man what a piece of goods will do for him, and the service it will render. To do this I must depend on what the manufacturers or promoters tell me about their merchandise. The real information and specific knowledge is hard to get. Half the salesmen don't know much about what they are selling. The promoters do not always have at hand, or at least are not free to give this information. Some seem to think the retailer should dig up the facts himself.

When I know a lot of things about a hand-saw, for example, and am able to talk the selling points fluently and intelligently, my chances are much better to sell more saws than had I only the cold, lifeless saw with a cost and selling price. If I know all about the saw I can write a better advertisement. I may know a lot about advertising, but if I don't

know about this particular saw, I can't write a very strong ad. Nor can I train my sales people.

Now, then, the point I want to make is the value of the manufacturer educating his dealer to the merits of the article for sale. A simple, carefully indexed sales manual would be a great help to me. Take shoes, tea, hosiery, cutlery, and a lot of other goods. A vast fund of selling "pep" could be put into a few pages, which requires a dealer a lifetime to accumulate by experience. Consider shoes, for example. A manual could be prepared explaining the different kinds of leather, like patent, gun metal, etc., telling something of their derivation and care, treatment of corns and bunions, etc. This may sound a little extreme; but the fitting of a broken arch might also be a good thing to be able to do.

TELL DEALER THINGS HE OUGHT TO KNOW

Many people never know the difference between a Goodyear welt and other kinds. To be a good shoe salesman a man selling shoes ought to have a lot of real information. Why, I could write several pages on the things I would like to know about shoes—things that would enable me to sell my customers the shoes they need. But I haven't got very much information on the subject. I have written so many letters and asked so many questions that sometimes I become weary.

Many of us see the mail-order houses "ripping the shingles off our houses." Some of us try to overcome this method of merchandising. But for one, I haven't worked out good arguments to overcome those of the mail-order houses on all lines I carry. A manufacturer making a meritorious article could study the goods sold by the catalogue houses and

make comparisons to pass on to the merchants. If manufacturers make goods inferior to catalogue houses they can't expect to sell them. If they are better they should tell us about them so we will know. We don't want any bluffing either. We should have *facts*—and the goods to back up the argument.

Now to speak of advertising. The best advertising helps I have ever received are personal letters with some brief crisp folders enclosed. Those put out by the Goodyear Tire and Rubber Company are unusually good. They have a series suitable for almost every occasion. They will print these letters on paper like our regular stationery, address the envelope and fix them all ready to sign. When they reach North Lawrence I have only to affix my Johnny Hancock and mail out from our post office. They are very personal letters—just like I would write on my typewriter. They enclose a folder giving information on the goods.

Many letters have that "way-off" advertising air about them that classes them with circulars. The fact that these Goodyear letters have the local postmark showing that they were mailed at home, adds greater interest than one bearing some distant city mark. A letter right from me—the fellow my prospects have at least seen and talked with—more than justifies the extra work.

Folders and other forms of advertising sent on in any quantity to distribute to my customers seem like a failure. Many times have I asked for folders which came plentifully—but which were never properly distributed. The manufacturer says: "Put one in each order of goods" or "Hand to your customers" or "Put in letters as they go out." Here is where I fail to make good and this is why: Suppose we start to give out these folders for three or four days. During that time not more than a quarter of our customers come into the store. Those who do come may not get folders because we have a rush and forget

it. Some of these customers will be in again and we will pass them out once more. In these days one customer may get several copies. Others get none. We don't mail all our customers at the same time as in case of statements, etc. So you see the distribution is very uneven.

A store having many lines of goods—toothpicks, soup, shoes, rubbers, hardware, paint, dry goods, drugs, clothing and so on—can have hundreds of different kinds of folders, many each day if the retailer wants to send them. Most manufacturers furnish these folders and leave it to the dealer to mail them. Those who mail them to a list of customers are sure the folders will reach the one intended; while if the manufacturer sends them to me, these folders may find their way to my paper press. The manufacturer often doesn't want to pay postage—and neither does the dealer. The folders cost money to print and are often lost before they get to the consumer because the manufacturer will not pay for them to travel all the way. I would not advise sending *folders only* by mail, but accompanied by a good letter.

Now as far as window displays are concerned—only a very few are at all suited for my windows. Many I receive are made for larger or smaller windows. If displays are to be made, several sizes would be better. Before sending one to a dealer, the size of the window should be given and one sent to meet his needs. Many manufacturers furnish newspaper cuts of goods only and the size is not always what one can use in the particular space. Some electros with copy attached are not at all suited for the dealer. The Sherwin-Williams service is about the best I know about. They have a good assortment and will make a size desired if necessary.

A broad merchandising service like some manufacturers are offering makes me a better dealer, and where this is done it takes a wonderful salesman to sell me another brand.

AN ADVERTISING AGENT called us up the other day and asked when **PHYSICAL CULTURE** was going to change to the flat size.

We told him "Not until it has a full-grown, logical reason for doing so."

That it hasn't now.

Our readers are satisfied with **PHYSICAL CULTURE** in its present form.

Our advertisers tell us results were never so satisfactory.

So why should we change?

The most common reason advanced by the periodicals that have made the change is that it enables them to place advertising alongside of pure reading matter and thus help in bringing the reader in contact with the advertiser.

PHYSICAL CULTURE'S readers do not have to be led to its advertisers. They seek them out.

They always have. We believe they always will.

Why? Because they buy **PHYSICAL CULTURE** for a certain definite purpose—to learn how to better care for their health and the health of those dependent upon them. It is their health counselor and adviser and everything in it has an interest for them, advertisements just as much as editorials.

PHYSICAL CULTURE has been steadily climbing the Ladder of Progress since 1906—eleven years. Each year during this period has seen an extensive gain in advertising. Each issue for the past two and one-half years has topped all previous issues of the corresponding month in the volume of advertising published.

No, we have no cause to change to the flat size.

Physical Culture

Flatiron Building, New York City

More Copies Sold on the newsstands at the 20c. price

The net newsstand sales of the March, 1917, Metropolitan, the first issue at the 20c. price, showed a net sale gain of over 6% over the net paid newsstand sales for 1916, at the 15c. price (all returns deducted).

The American News Company has reordered SIX TIMES on the July Metropolitan (the current issue.)

The first definite statement of increased newsstand sales at the 20c. price.

Metropolitan

"THE LIVEST MAGAZINE IN AMERICA"

JULY MAGAZINES

VOLUME OF ADVERTISING IN
MONTHLY MAGAZINES FOR
JULY(Exclusive of publishers' own
advertising.)

Standard Size

	Pages.	Agate Lines
Harper's Magazine.....	86	19,282
World's Work	77	17,251
Review of Reviews.....	74	16,623
Scribner's	57	12,840
Century	43	9,689
Atlantic Monthly	43	9,684
Everybody's	40	9,090
Red Book.....	38	8,716
St. Nicholas.....	35	8,017
Motion Picture Magazine..	25	5,717
Popular (2 June issues)...	19	4,617
Photoplay	20	4,584
Munsey's	17	3,885
Wide World.....	17	3,812
Blue Book	15	3,516
Ainslee's	14	3,336
Bookman	8	1,934
Smart Set.....	8	1,894

Flat Size

	Columns.	Agate Lines
Cosmopolitan	153	21,938
American	138	19,753
Metropolitan	113	19,209
McClure's	109	18,671
Sunset	117	16,786
American Boy.....	61	12,369
Hearst's	61	10,384
Boys' Magazine.....	43	7,675
Boys' Life	52	6,967
Current Opinion.....	21	2,998

VOLUME OF ADVERTISING IN
WOMEN'S MAGAZINES(Exclusive of publishers' own
advertising.)

	Columns.	Agate Lines
Vogue (2 issues).....	352	55,798
Ladies' Home Journal....	168	33,784
Good Housekeeping.....	176	25,241
Harper's Bazar	138	23,344
Pictorial Review	107	21,471
Woman's Home Companion	98	19,760
Delineator	77	15,563
Woman's Magazine.....	70	14,110
Designer	70	14,052
McCall's Magazine.....	72	9,663
Mother's Magazine	59	8,260
People's Home Journal....	41	8,244

In the
September
MetropolitanSir Arthur Conan Doyle
"My Conversion
to Spiritualism"Theodore Roosevelt
An Editorial Message"Must We Be Brayed In a Mortar Before
Our Folly Depart From Us" or in other
words, must we live through the mistakes
of other countries before we profit by their
experience.

"I've Come to Stay"

by Mary Heaton Vorse

A three part serial love story

"Snakebite"

A complete novelette

by Robert Hichens

Two men in love with the same woman,
a train of camels and Arab guides in a re-
markable pilgrimage across the Sahara
Desert, interrupted by a sandstorm and
stopped by a horned viper.Adventures and Letters of
Richard Harding Davis
and

"The Squire of Dames" by Leroy Scott, the
best Detective Clifford story of the series.
"The Indian Drum" by Edwin Balmer and
William MacHarg, continuation of the
most popular serial of the year. "The
Man Who Lost His Likeness" by Morley
Roberts, a gripping story of the war. "Fol-
lowing the Leaders" by Art Young, a
glimpse at the men who are conducting
the war program. "The Trouble with His-
tory" by Clarence Day, Jr.; Day objects to
the "Born 1630—Died 1690" kind of history.
"Perils of Writing for the Movies" by W.
J. Abbott; scenario writer's ideas, like
umbrellas, are the property of the man
who grabs them first according to this
author. Editorial by H. J. Whigham.
Financial Department by Dr. Charles W.
Gerstenberg. Motor Department. "Gasoline
versus Oats" by E. A. Stephens, a
discussion of the comparative merits of
the gasoline truck and the horse drawn
vehicle. Art Supplement in Rotary
gravure. Cover design by Haskell Coffin.

Metropolitan

"THE LIVEST MAGAZINE IN AMERICA"

O. H. CARRINGTON, MGR. OF ADV'G
432 FOURTH AVENUE, NEW YORK

	Columns.	Agate Lines.
To-Day's Housewife	38	7,699
Modern Priscilla.....	42	7,040
Ladies' World.....	33	6,696
Southern Woman's Maga- zine	36	6,399
People's Popular Monthly.	28	5,437
Holland's Magazine.....	27	5,242
Needlecraft	21	4,133
Home Life	13	2,401

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES CARRY- ING GENERAL AND CLASS ADVERTISING

(Exclusive of publisher's own
advertising.)

	Columns.	Agate Lines
*System	265	37,875
Popular Mechanics (pages)	122	27,355
Vanity Fair	163	25,816
Country Life in America..	134	22,545
Field & Stream.....	123	17,624
Popular Science Monthly (pages).....	74	16,593
House & Garden.....	84	13,318
National Sportsman (pages)	47	10,578
Outer's Book.....	63	9,042
Outing (pages)	38	8,769
Theatre	51	8,640
Association Men (pages) ..	37	8,461
Recreation	54	7,617
Physical Culture (pages) ..	33	7,611
House Beautiful.....	50	7,453
Travel	44	7,045
Outdoor Life.....	30	6,920
Garden	41	5,880
Extension Magazine.....	32	5,395
Countryside Magazine.....	26	4,512
Arts & Decoration.....	31	4,270
International Studio	29	4,088
Illustrated World (pages) ..	17	4,004
Art World.....	22	3,129

* New page size.

VOLUME OF ADVERTISING IN CANADIAN MAGAZINES

(Exclusive of publishers' own
advertising.)

	Columns.	Agate Lines.
Canadian Courier (5 June issues)	125	22,754
MacLean's	159	22,378
Everywoman's World	96	19,200
Canadian Home Journal...	66	13,300
Canadian Magazine (pages) ..	49	11,187

VOLUME OF ADVERTISING IN JUNE WEEKLIES

(Exclusive of publishers' own
advertising)

	Columns	Agate Lines
June 1-7		
Saturday Evening Post.	286	48,693
Literary Digest	165	24,297
Town & Country.....	120	20,160
Collier's	90	17,126
Independent	64	8,984
Scientific American....	38	7,784
Leslie's	40	6,892
Outlook	44	6,517
Youth's Companion....	29	5,920
Life	40	5,731
Christian Herald.....	27	4,795
Churchman	26	4,204
Nation	28	3,981
Every Week.....	19	3,527
Judge	22	3,184
Associated Sunday Magazines	13	2,349
All-Story (pages).....	7	1,712

June 8-14

Saturday Evening Post.	241	41,107
Town & Country.....	103	17,406
Collier's	85	16,207
Literary Digest.....	103	15,239
Leslie's	59	10,123
Outlook	40	6,023
Life	40	5,637
Youth's Companion....	25	5,040
Independent	30	4,282
Scientific American....	21	4,228
Illustrated Sunday Magazine	22	4,063
Judge	24	3,410
Nation	20	2,871
Christian Herald.....	16	2,750
Every Week.....	11	2,114
Churchman	12	2,023
Associated Sunday Magazines	7	1,418
All-Story (pages).....	5	1,144

June 15-21

Saturday Evening Post.	214	36,465
Literary Digest.....	128	18,953
Collier's	85	16,164
Town & Country.....	85	14,350
Leslie's	63	10,874
Independent	51	7,223
Scientific American....	30	6,095
Outlook	35	5,222
Life	37	5,210
Nation	24	3,398
Every Week.....	17	3,060

	Columns.	Agate Lines.
Youth's Companion....	14	2,932
Christian Herald.....	13	2,372
Judge	16	2,274
Churchman	13	2,209
Associated Sunday Magazines	9	1,692
All-Story (pages).....	4	1,056

June 22-28

Saturday Evening Post.	183	31,166
Collier's	98	18,586
Literary Digest.....	106	15,727
Outlook	57	8,329
Leslie's	39	6,786
Independent	44	6,263
Youth's Companion....	21	4,326
Illustrated Sunday Magazine	22	4,120
Life	29	4,112
Scientific American....	19	3,955
Churchman	19	3,154
Christian Herald.....	16	2,758
Judge	18	2,527
Every Week.....	13	2,341
Nation	14	1,942
Associated Sunday Magazines	7	1,342
All-Story (pages).....	4	1,003

June 29-31

Saturday Evening Post.	203	34,550
Literary Digest.....	99	14,659
Collier's	72	13,626
Scientific American....	29	5,948
Judge	21	2,954
Independent	19	2,716
Churchman	11	1,820
All-Story (pages).....	2	583

Totals for June

*Saturday Evening Post.....	191,981
*Literary Digest.....	88,875
*Collier's	81,709
†Town & Country.....	51,916
Leslie's	34,675
*Independent	29,468
*Scientific American	28,010
Outlook	26,091
Life	20,690
Youth's Companion	18,218
*Judge	14,349
*Churchman	13,410
Christian Herald.....	12,675
Nation	12,192
Every Week.....	11,042
†Illustrated Sunday Magazine	8,183
Associated Sunday Magazines	6,801
*All-Story	5,498

* 5 issues per month.

† 3 issues per month.

‡ 2 issues per month.

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

(Exclusive of publishers' own advertising.)

	Columns.	Agate Lines.
1.*System	265	37,875
2. Ladies' Home Journal.	168	33,784
3. Popular Mech.(pages).	122	27,355
4. Vanity Fair.....	163	25,816
5. Good Housekeeping ...	176	25,241
6. Harper's Bazar	138	23,344
7. Country Life in Amer.	134	22,545
8. MacLean's	159	22,378
9. Cosmopolitan	153	21,938
10. Pictorial Review	107	21,471
11. Woman's Home Comp.	98	19,260
12. American	138	19,753
13. Harper's Mag.....	85	19,282
14. Metropolitan	113	19,209
15. Everywoman's World .	96	19,200
16. McClure's	109	18,671
17. Field & Stream.....	123	17,624
18. World's Work.....	77	17,251
19. Sunset	117	16,786
20. Review of Reviews....	74	16,623
21. Popular Science Month- ly (pages)	74	16,593
22. Delineator	77	15,563
23. Woman's Mag.....	70	14,110
24. Designer	70	14,052
25. House & Garden.....	84	13,318

* New page size.

Paramount Starts New Campaign

The Paramount Pictures Corporation is starting a rather extensive national advertising campaign, which promises to mark the beginning of a permanent advertising policy. A series of striking two-color pages, in addition to a number of smaller pieces of copy are to be run in national mediums. A substantial newspaper campaign also is planned. The Paramount has been doing more or less advertising for several years, but C. C. Burr, the advertising manager, says that hereafter the effort will be more consistently carried out.

New Officers of Press Humorists

The American Press Humorists Association, at its recent convention in New York, elected the following officers: President, James A. Waldron, editor of *Judge*; vice-president, J. M. Darling, cartoonist; secretary and treasurer, Douglas Malloch, editor of *American Lumberman*, Chicago.

Next year's convention will be held in Chicago.

PRINTERS' INK'S FOUR-YEAR RECORD OF JULY ADVERTISING

GENERAL MAGAZINES

	1917	1916	1915	1914	Total
McClure's	*18,671	*21,242	*30,406	17,276	87,595
Cosmopolitan	*21,938	18,818	18,884	27,692	87,332
Harper's Magazine	19,282	19,712	18,536	17,612	75,142
Metropolitan	*19,209	*22,448	*16,015	*15,345	73,017
World's Work	17,251	18,405	22,056	14,898	72,610
Review of Reviews	16,623	20,776	15,736	17,440	70,575
Sunset	*16,786	*15,987	13,637	15,689	62,099
American	*19,753	*13,060	*9,605	*10,281	52,699
Everybody's	9,090	12,020	13,672	17,907	52,689
Scribner's	12,840	*14,529	10,360	14,672	52,401
Hearst's	*10,384	*10,454	*11,658	12,628	45,124
Century	9,689	10,251	9,604	10,248	39,792
American Boy	12,369	11,002	7,696	8,284	39,351
Munsey's	3,885	7,859	8,168	10,976	30,888
Red Book	8,716	8,726	6,006	5,824	29,272
Atlantic Monthly	9,684	6,098	5,866	6,272	27,920
Boys' Magazine	7,675	6,269	6,967	5,561	26,472
St. Nicholas	8,017	6,728	6,419	5,180	26,344
Current Opinion	*2,998	*4,788	*4,575	*7,791	20,152
Ainslee's	3,336	2,682	3,787	5,376	15,181
	248,196	251,854	239,653	246,952	986,655

* Changed from standard to flat size.

WOMEN'S MAGAZINES

Vogue (2 issues)	55,798	52,550	42,364	44,135	193,847
Ladies' Home Journal	33,784	22,150	17,760	19,953	93,647
Harper's Bazar	23,344	25,790	14,896	8,494	72,524
Woman's Home Companion	19,760	18,930	16,073	16,679	71,442
Good Housekeeping	*25,241	15,269	13,160	17,710	71,380
Pictorial Review	21,471	13,646	12,600	12,200	59,917
Delineator	15,563	14,147	11,367	12,840	53,917
Woman's Magazine	14,110	12,636	10,253	11,402	48,401
Designer	14,052	12,289	10,267	11,388	47,996
Ladies' World	6,696	9,474	9,087	10,200	35,457
Mother's Magazine	8,260	8,703	8,817	8,194	33,974
People's Home Journal	8,244	8,316	8,442	7,739	32,741
McCall's Magazine	9,663	7,164	6,432	8,673	31,932
Modern Priscilla	7,040	6,432	7,363	8,119	28,954
	263,026	227,496	188,881	196,726	876,129

* Changed from standard to flat size.

CLASS MAGAZINES

Vanity Fair	25,816	30,801	24,774	19,362	100,753
System	*37,875	23,688	19,125	17,416	98,104
Popular Mechanics	27,355	24,106	18,959	20,692	91,112
Country Life in America	22,545	25,550	18,480	21,128	87,703
Popular Science Monthly	16,593	14,846	13,680	17,150	62,269
Field & Stream	17,624	14,896	11,956	14,616	59,092
House & Garden	13,318	11,169	5,910	8,364	38,761
Outing	8,769	7,343	7,136	10,948	34,196
Countryside Magazine	4,512	8,699	9,972	8,330	31,513
Theatre	8,640	10,320	6,510	5,086	30,556
Physical Culture	7,611	7,556	6,057	7,214	28,438
Travel	7,045	8,397	5,383	7,597	28,422
House Beautiful	7,453	5,896	4,258	6,048	23,655
Illustrated World	4,004	7,551	4,715	5,082	21,352
Garden Magazine	5,880	5,635	3,780	5,525	20,820
International Studio	4,088	5,210	3,967	3,934	17,199
	219,128	211,663	164,662	168,492	763,945

* Changed from standard to flat size.

WEEKLIES (4 June Issues)

Saturday Evening Post	*191,981	125,152	90,625	98,171	505,929
Literary Digest	*88,875	65,782	57,125	51,362	263,144
Collier's	*81,709	62,564	56,533	43,589	244,395
Town & Country	†51,916	†52,405	†38,039	39,674	182,034
Leslie's	34,675	*41,509	27,317	21,763	125,264
Scientific American	*28,010	30,700	37,704	17,528	113,942
Life	20,690	*38,816	26,768	25,292	111,566
Outlook	26,091	24,864	*25,928	27,692	104,575
Christian Herald	12,675	21,626	*23,186	14,280	71,767
	536,622	463,418	383,225	339,351	1,722,616

Grand Total..... 1,266,972 1,154,431 976,421 951,521 4,349,345

* 5 issues. † 3 issues.

Gas Companies Advertise Preserving

Central Association Furnishes Posters to Local Companies and Suggestions for Six-Months' Campaign—Gas Ranges Not Featured—Folders to Show Approved Preserving Methods

THE National Commercial Gas Association has prepared an advertising campaign for use by gas companies throughout the country, urging housewives to put up preserves and thereby increase the nation's food-supply. The idea is, of course, that putting up preserves means a greatly increased use of gas for cooking purposes. Already 140 gas companies, out of about 1,000 in the United States, have sent in orders for the posters, folders, etc., prepared by the association, and the campaign promises to cover the country thoroughly when it gets well under way.

The first circulars outlining the plan were sent out shortly before the first of June, and a follow-up broadside was mailed on the 15th to those companies which had not already ordered the supplies. Both circulars feature cuts of the first poster. It is noticeable that it contains no direct advertising matter, and does not even represent Miss Columbia as using a gas-stove in her patriotic preserving.

The second poster shows Uncle Sam holding up a tray of fruits and vegetables all ready to be preserved, and a semi-circle of housewives behind him ready to preserve them. Others equally striking will follow. The series consists of six and it is planned to have each one exhibited for a month, so that the full campaign will run from June to December. The posters are supplied by the association to the local gas companies at 12 cents each, and it is suggested that they be shown not only in the companies' windows and on their wagons, but also in those of grocers and produce dealers. As the one purpose

of the posters is to induce people to put up preserves, they are as good an advertisement for fruit dealers as for the gas companies.

Having created the desire to preserve, the next thing is to teach the women how to do it. For this purpose the association has prepared a set of folders—posters—each with directions and one for every month, like the recipes for putting up the fruits and vegetables that ripen in that particular month. These have been prepared by an authority on cooking, and are attractively gotten up with an appropriate cover-picture in colors. Like the posters, they contain no direct advertising, though, of course, the distributing gas company may print its name on them if it sees fit to do so. They will be sent out with the monthly bills.

Window displays are also suggested, featuring gas-stoves and other appliances for preserving,—the poster for the current month being given a prominent place. In this connection it may be noted that the association urges the gas companies to devote their windows for one week to a display of recruiting posters for the army and navy, showing no advertising whatever of their own in the window during that period. The association is co-operating with the military and naval authorities in distributing the regular recruiting posters for this purpose.

Lectures on canning and preserving have been prepared and are supplied to gas companies by the association. They are intended to be delivered by demonstrators before local women's clubs, church societies, domestic science and high school classes. The association also sells to gas companies books of gummed labels for preserve-jars, which can be distributed to prospects.

The aim of the whole campaign is, of course, to link up with the popular movement for conservation of the food supply. The whole campaign, however, scrupulously avoids any offensive attempt to "cash in" on patriotism.

The Little Schoolmaster's Classroom

ONE of the Schoolmaster's strongly entrenched beliefs is that a manufacturer should never be too cocksure about the limitations of his market. Seldom is it as limited as he thinks it is. When energetically promoted, very often his product will transcend the territorial, seasonal and other barriers that he may have arbitrarily fixed for it. This has been demonstrated in any number of cases. Take toys as an example. Once the sale of them was confined pretty much to a week or ten days before Christmas. Later on enterprising merchants began to feature them a month or two before the holidays and found that they sold. These same retailers also discovered that January is a good toy month. Thus was the playthings season extended until it embraced the whole year. Now every season has its own particular toys.

* * *

The sharp limitations to some markets are so obvious that to accept them seems to be the only logical course. Yet these apparent barriers may occasionally turn out to be only imaginary. What, for instance, more natural than to conclude that there are no markets in the tropics for snowshoes! But correct as that conclusion seems, evidently it is wrong. Recently, a man named Landon, up in Schenectady, N. Y., who is distributor for a certain brand of hand-made snowshoes, received an inquiry from Panama. It turns out that the inquirer is addicted to duck hunting and conceived the idea that snowshoes would be useful in trekking over marshy land. This land, the *Sporting Goods Sales Journal* says, is used as cattle range. The cattle make a great many deep holes in the mud, thus making it difficult for the hunter to walk. The snowshoes bridge these holes and solve the difficulty.

Now, while this inquiry does

not indicate any vast latent demand for snowshoes among the inhabitants of the torrid zone, it does show how easy it is for a manufacturer to prescribe false limits to his market. As in this case, often there are possible uses for his product that he never even dreamed about.

As a matter of fact, not many manufacturers that have an extensive distribution know of all the ways in which their product is used. There is a story going around now that aptly illustrates this. A manufacturer of bicycles received a large order from China. It called for an overwhelming proportion of women's models. Only a few men's models were specified. The manufacturer concluded that this must have been an error and took the liberty of transposing the quantities that were stated. When the shipment arrived it was refused. The original order was correct. The shipper merely overlooked the pertinent fact that Chinamen are in the habit of wearing a garment that resembles a skirt.

Therefore, it seems, does it not, that when a manufacturer is estimating a market that he cannot take too much for granted?

* * *

Ramified, indeed, is the war's effect on business. Few are the practices that have grown up in connection with the distribution of merchandise that are not being disturbed in some way or another. Now it is the premium business that has been called on to give an account of itself. That, at least, is the interpretation that many seem to be placing on the decision of the Union Pacific Tea Company to discontinue the giving of premiums in practically all of its branches. It recently issued the following notice to its customers:

"Please present all premium certificates at the store for redemption before June 30, 1917, since

after that date the premium part of the business will be discontinued.

"Differences between the value of premiums and certificates or

between the value of premiums advanced and premium credit on account of goods purchased, will be adjusted on a satisfactory basis.

The Rapid Electrotpe Co.

W. H. KAUFMANN, President and General Manager

Makers of all kinds of Advertising Plates and Trade Cuts, including Stereotypes and Mats, by the wax or Dr. Albert Lead Mold Process. Sole owners of U. S. Letters Patent on Aluminotype.

New York Cincinnati Chicago

The Largest Makers and Distributors of Advertising Plates in the World

REFERENCES:—Any five national advertisers you may think of. If you ask them, you will, perhaps, find that several of them already know what **Rapid's Service** means.

An Unusual Opportunity To Secure a Good Man

ADVERTISING Manager, employed, seven years same concern, desires for personal reason to remove to another part of the country.

Experience with large manufacturer of electrical and mechanical apparatus covers all branches of advertising and sales promotion work, both in the engineering and industrial fields as well as in the national field, four nationally advertised and merchandised products being included in the line. Technical graduate, 33 years old, has keen mind, common sense, ability to seek out new sales fields, and an outside viewpoint to bring into your organization. Would like two months' time before leaving present work.

Take advantage of this opportunity to have a sincere, experienced man added to your organization. Write to-day to

"A.H.," Box 314, Printers' Ink

OUR MESSAGE—



We are manufacturers and producers of Good Printing. We do it well—we do it quickly—we do it in any quantity—AND our cost factors are reasonable.

Mason Printing Corporation
SYRACUSE, N. Y.





Special Systems

For Agencies and Departments

We specialize in planning and installing complete office systems to cover individual needs and special cases. This service is without charge or obligation.

Ask us what agencies and departments use "Y and E."

YAWMAN AND FRBE MFG. CO.

744 St. Paul St., Rochester, N. Y.

Makers of "Y and E" Filing Devices and Office Systems

AMERICAN MOTORIST

LARGEST CIRCULATION IN MOTORING FIELD

With quantity plus quality advertisers get in American Motorist an exceptional advertising medium circulating in every State in the Union among actual car owners and dealers. Circulation 62,000—98% paid-in-advance subscription—100% mail subscription—no news-stand sales—no subscription solicitors—non-returnable. 8500 increase in mail subscription for last six months.

MAIN OFFICE:

RIGGS BLDG., WASHINGTON, D. C.

Member Audit Bureau of Circulations

**Largest Circulation of Any German
Catholic Weekly—38,700**

ST. JOSEPHS-BLATT
SAINT BENEDICT, OREGON

*Founded 1888—Reaches Rural and City
Population all over the Union*

KEESHEN
ADVERTISING CO.
CAN INTENSIFY YOUR
ADVERTISING IN THE
SOUTHWEST
OKLAHOMA

"Please do not delay in presenting certificates for redemption."

The greatly increased cost of premiums is partly responsible for this move. The Schoolmaster is told that the different premium-giving tea and coffee houses figure on allowing from three to five cents a pound on their sales for premiums. Since, however, many premiums have now doubled in price, this old basis of reckoning could no longer be used. To complicate the situation still further, here comes the proposed federal tax on tea, coffee, cocoa, etc. All these additional charges would increase the cost of coffee about five cents a pound and of tea about eight cents. Obviously this would entirely upset the old basis of calculation and necessitate the changing of something. More could be charged for the merchandise; the quality of the merchandise could be lowered or less valuable premiums could be given. All of these plans seemed objectionable. It would be poor policy to reduce the quality of the goods. Customers had been accustomed to premiums of a certain value. Retail prices are pretty firmly fixed in this field and it is not easy to get people to pay more than they are in the habit of spending. The elimination of premiums seemed to be the solution.

But the Union Pacific Tea Company told the Schoolmaster that it had still other reasons in making this move. For some time it has been tending away from the premium system and has been aiming to get on an exclusive merchandise basis. The company decided that for patriotic reasons, if for no other, now would be a good time to make the change.

* * *

It was all a question of expediency, based on the needs of this particular business, and perhaps does not indicate a general tendency. The Jewel Tea Company, perhaps the largest user of premiums in this specialty field, is not making any change. However, the two situations are not entirely parallel. The Jewel's merchandising is based wholly on the pre-

mium idea. The company specializes on this form of selling, and it is easy to see that it is in a better position to continue it, despite temporary obstacles, than the firm that is concerned with premiums only as a sort of side issue. The tremendous success which the Jewel company has achieved shows that its plan must rest on a pretty sound basis.

It is interesting to record in passing that the Jewel concern was one of the first in this country to arrange for the packing of its products in the new fibre containers. It will put up coffee, tea, baking powder, cocoa, spices and such goods in packages of this kind.

* * *

The war has created some headlines that afford copy-writers excellent lessons. "Planting a garden now is practical patriotism," "Raise a pig instead of a poodle," "Enlist or Invest." These are thoughts that make bull's-eyes.

Speaking of good headlines, the Schoolmaster saw this one over a washing-machine advertisement the other day: "Let Us Wash a Tubful of Clothes for You." 'Twould be difficult to beat it.

New Printing Service Company in New York

The Artprint Service Corporation has been organized in New York with W. E. Gilmore, formerly of the Essex Press, and H. M. Friend, formerly vice-president of the Chronicle Publishing Company, as president and vice-president respectively. T. Douglas Milne, formerly of the American Eveready Works, is director of service. Other members of the staff are Arthur B. and Melville B. Phillips, who were with the Phillips Studio, and Harold M. Davis, of the Chronicle Publishing Company.

Trenton to Have Slogan Sign

What is claimed to be the largest electric slogan sign in the world is being built to span the Delaware River. The sign will be 420 feet long, and advertise the fact that "Trenton Makes—The World Takes."

R. C. Maxwell Company will build the sign and the Public Service Corporation will supply the power to maintain it.

Stevens & King, Inc., New York and Chicago, have been appointed to represent the Hutchinson, Kan., Gazette in the national field.

Popular Mechanics Magazine is for sale on more newsstands in the United States and Canada than any other Magazine

Total Newsstands . . 39,818
Popular Mechanics sold by, 34,859

PUNCH

The Type Display that lets the real selling force in your message SHOW itself. THAT'S what we are in the printing business for.

Let us send or show you samples.

GIBBS & VAN VLECK, Inc.
241-245 W. 37th St. New York
TELEPHONE GREELEY 1346-1347

GUMMED LABELS

The best quality and the best service at the best proportionate price. A million labels an hour, if necessary, and every one of them perfect. Prices and samples on request.

FENTON LABEL CO.
9th and Thompson Streets
Philadelphia, Pa.



put over the BIG IDEA behind your product. Our displays for Corona, Britannica, Rubberset and others are typical. Send for photos to EINSON, Inc. 327 East 29th St., New York.

Lincoln Freie Presse

LINCOLN, NEB.

Actual Average
Circulation **133,992**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, 35c.

BOOKLETS

That you can feel a just
pride in circulating
SERVICE that is a reality
Want a chance to prove it?

**CHARLES FRANCIS
PRESS**

461 Eighth Ave., New York

CATALOGS

NOTIFY the POST-OFFICE

as well as **PRINTERS' INK**, if you
experience trouble in getting your
copies regularly and promptly.

In most cases of this nature which
come to our attention we find the
subscription properly entered and
investigation at the post-office
remedies matters.

Printers' Ink Publishing Co.
185 Madison Avenue, New York City

ADVERTISING REPRESENTATIVE WANTED!

We are desirous of forming a profitable connection with some well-established national advertising agency or representative, who will secure us the advertising patronage that our publication deserves at the hands of national advertisers. Our magazine is well established, ably edited and occupies a field heretofore unworked by a large specialty publication. It is published in colors and its circulation is growing in leaps and bounds. Excellent opportunity for the right firm. Write for free copy and particulars. Address: Managing Editor, 2239 Dime Bank Bldg., Detroit.

GUMMED LABELS

FOR *Your Parcel Post
and Express Shipments*

Insure the prompt delivery of your mail and express shipments by typewriting the name and address of the consignee on a label bearing your business card.

McGOURT GUMMED LABELS IN PERFORATED ROLLS
Are printed for addressing on your typewriter. Gummed labels in rolls are more convenient and economical than the old style flat and loose label. Buy your gummed labels of gummed label specialists.

Send for full particulars and catalogue
McGOURT LABEL CABINET CO.
H. H. BLACK, Pres.

53 Bennett St., Bradford, Pa.

Joint Mailing Piece of Seven Manufacturers

Manufacturing concerns of Worcester, Mass., have joined in issuing a folder for enclosure with letters and invoices, advertising the city of Worcester and the products of the concerns co-operating. The following companies are represented in the folder: Coes Wrench Co., Morgan Spring Co., Wright Wire Co., White & Bagley Co., National Mfg. Co., Boston Pressed Metal Co. and Graton & Knight Mfg. Co. In a panel at the top of each page appears a phrase or sentence indicating the help Worcester is rendering in patriotic service. Some of these read as follows: "2,500 applications for city gardens—hundreds have their own"; "62,000 Red Cross members in a week—200 women in Red Cross classes"; "Nearly 10,000 men enrolled in Worcester's Home Defense League."

Each of the companies gets the benefit of the other's mailing lists in sending out the folders.

Points the Way to Sale of Silverware

Seasonable copy on iced tea spoons is being used by the Oneida Community in jewelry trade papers to stimulate interest on the part of jewelers in the possibilities of this item. "Here is a feature of the silverware business that is showing a very large increase," the concern explains. "Few people nowadays think of serving iced tea, iced coffee, grape juice or any beverage in a tall glass with the ordinary teaspoon—particularly at lawn parties and other occasions when guests are entertained. Every Community dealer should have a good business in these spoons. They are beautifully designed, are long, slim and graceful, and look very handsome in the tall service glasses. It is only necessary to have the spoons in stock—and to display them."

Death of G. C. Evans

Gerald C. Evans, until recently advertising manager for Oppenheim, Collins & Company, New York, and before that associated with Bloomingdale Brothers, New York, first as secretary to a member of the firm, and then as an assistant in the advertising department, died in his home town, Mandeville, in the island of Jamaica, on June 14. Mr. Evans was ill a few months.

Canada's Newsprint Crisis

Canadian newspaper publishers are using their columns to set forth their views on the newsprint situation as it affects Canada. They seek to enlighten the public on the gravity of the case, stating that the crisis may jeopardize many properties. It is pointed out that 11 per cent of Canada's newsprint production is consumed in Canada, the balance being exported, chiefly to the United States.

Classified Advertisements

HELP WANTED

By Boston agency. All-around man to take charge of accounts in building construction and similar fields. Experience as advertising manager and with an agency is desirable. Box 639, care Printers' Ink.

WANTED—Young college graduate (1917 preferred) with advertising inclinations and a desire to learn the publishing business from the ground up. Strongly established firm in Boston offers the right man a real opportunity. Box 632, care Printers' Ink.

Young man (Gentile) fully acquainted with principles of publicity and capable of preparing copy for woman's wear advertising, wanted in advertising department of corset and brassiere manufacturer located within Metropolitan District of New York City. Salary to start \$25 with splendid opportunity to grow. Send full particulars, such as age, experience and present or past connections. Correspondence confidential. Address Trademark, Box 633, care Printers' Ink.

ADVERTISING REPRESENTATIVE WANTED

Old-established trade journal publishing house has a splendid opening for a high-class man who knows trade journal advertising. Must be a man of energy, ideas and enthusiasm, whose past record proves he is a real advertising salesman. Are you that man?

Box 637, care Printers' Ink.

GENERAL MANAGER WANTED

Old-established concern, beginning manufacture of commercial cars, etc., wants immediately a hustling, broad-minded, experienced executive. Unusual opportunity. Can arrange immediate appointment if qualifications justify. Give full information. Box 635, care PRINTERS' INK.

WANTED—Advertising solicitor on prominent trade papers New York and vicinity. State experience and salary expected. Good future. Box 641, care Printers' Ink.

Assistant manager wanted by automobile tire manufacturing corporation enlarging executive staff. A splendid future for a well-trained advertising and sales manager. Mail-order experience essential and an investment of \$10,000 or more necessary. Write, giving age, experience and present connection. Address Box 640, care Printers' Ink.

A Real Opportunity For the Right Man

We want an assistant for our advertising department. A man who has had experience in the trade-paper field and knows how to do things. He must be a good correspondent and have executive ability. Naturally, he must know the publishing business and be capable of directing the work of an advertising department. The right man can make a big position for himself with one of the largest technical trade journal publishers.

Box 638, care Printers' Ink.

MISCELLANEOUS

PRINTERS' INK; Sets or Single; Sell or Rent
S & M Inc. 450—4th Ave. N. Y.

Advertising plays and educational industrial pictures are made and distributed by the E. I. S. Motion Picture Corp., 205 W. 40th St., New York City.

A New York newspaper wants features and special articles of the war, stories of personal experience, articles upon any war topic, etc. Manuscripts will be returned if not used. Write what you have to offer, but do not send manuscript. Address Editor (Post Office Box 500), New York City.

POSITIONS WANTED

Position as advertising manager for manufacturer or retail merchant or in copy department of live agency by thoroughly experienced advertising man who knows how to make printed words sell the goods. Not out of job and not subject to draft. Address Box 634, care Printers' Ink.

Advertiser-Printer-Accountant

If I were to mention the name of the large industrial corporation or that of the noted president with whom I am closely associated this ad would bring scores of replies. Present salary \$6,000; expectant of more or less. A real opportunity is of far greater importance. Box 631, care Printers' Ink.

Table of Contents

PRINTERS' INK, July 12, 1917

Making the Sales Convention Yield Profits for the Year After.....	3
<i>Charles W. Hoyt</i>	
Hunting the Hidden Headline.....	12
<i>Claude Schaffner</i> "Literary Spoilage" in Some Headlines that Might Well Be Avoided.	
Thermoid Breaks Away from Scare Copy in Its Advertising.....	25
Thomas E. Wilson—His Sales and Advertising Policies.....	28
<i>Cameron McPherson</i> A Business, He Holds, Is Like a Salesman—How Quickly It Succeeds Depends Upon the Kind of a Personality You Give It.	
Testimonials—Home-made and Otherwise.....	39
<i>H. Varley</i> There's Still a Use for Good Testimonials, but They Must Be Genuine.	
Advertising That Raises \$5,000,000 a Week in War Money.....	43
<i>Thomas Russell</i> Small Investors, Chiefly Working People, Pay Nearly Two and One- quarter Per Cent of the Current Cost of Great Britain's War Every Week.	
Watch-Accessory Advertising Cashes in on Waltham Prestige.....	49
<i>Bruce Bliven</i>	
Selling Rugs by Advertising a Color Scheme for Rooms.....	57
Preliminary Campaign Reveals Product's Best Talking Points.	
Special Department to Secure Satisfactory Territorial Sales Quotas.....	69
Successful Stimulative Work Being Done by Frantz Premier Company.	
New York Suffragists Use Advertising.....	74
Editorials	90
Advertising Saving an Industry from Scrap-Heap—Getting Recruits by Printing Speeches—Advertising and the Open Price.	
National Advertiser Seeks Out Kind of "Helps" Dealers Will Use.....	95
"Printers' Ink's" Four-Year Record of July Advertising.....	99
Gas Companies Advertise Preserving.....	103
The Little Schoolmaster's Classroom.....	104

Volume I, No. 1

Since Volume I, No. 1, Scribner's has had an audience which combines culture with better-than-average purchasing power. Scribner's visits every month just the type of home that it is desirable to reach. Effectively and economically these Scribner homes can be influenced by Scribner's. Reader confidence is what makes Scribner's of value to you.

Here is the evidence:



This is the time to advertise, because advertising is a promoter of business.

The Curtis Publishing Company

used almost one hundred thousand agate lines in Chicago newspapers in 1916—over one-half in one Chicago newspaper, THE CHICAGO TRIBUNE. The Public Ledger (owned by Mr. Curtis) used almost fifty thousand agate lines in 1916 exclusively in THE CHICAGO TRIBUNE.

Follow the example of leaders and use

The Chicago Tribune

The World's Greatest Newspaper

(Trade Mark Registered)

Send for "Analysis of Chicago Newspaper Advertising for 1916."